**Vantiv Introduces Comprehensive Security Solution**
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**Equipping Merchants with Essential Credit Card Data Protection**

CINCINNATI, Jan. 13, 2012 /PRNewswire/ -- Vantiv, LLC, (formerly Fifth Third Processing Solutions, LLC) one of the nation's leading full service payment solutions providers, announced today the launch of Vantiv Secure, the Company's comprehensive suite of card data security solutions. This one-stop security shop is being featured at Booth #2134 during the National Retail Federation's (NRF) Annual Convention & Expo in New York City.

(Logo: http://photos.prnewswire.com/prnh/20110628/CL27165LOGO )

As a 40-year veteran and an industry leader in payment processing services, Vantiv is an innovator in the development of practices and solutions that help keep payment data safe.  Vantiv Secure aligns Vantiv's stand alone merchant security products under one name providing a more efficient way for merchants to identify and implement the security solutions they need.

Vantiv Secure is a family of best-in-class security products and services that Vantiv merchants can have at their fingertips to defend against evolving security threats. This complete merchant security suite comprised of four products can work independently or together to fit the specific needs of any business. Vantiv Secure addresses all aspects of the payment data security spectrum - from assisting merchants with PCI compliance validation to enhanced data security, to providing the financial assistance and expertise needed in the event of a data security breach. With Vantiv Secure, merchants get a more convenient and easy to use package that helps protect their business including the following:

- *PCI Assist*
- *Point-to-Point Encryption (P2PE)*
- *Tokenization*
- *Breach Assist*

Created in partnership with Trustwave®, an industry leader in information security and compliance, *PCI Assist* helps merchants adopt data security best practices and follow important steps that lead to PCI DSS compliance and validation. *P2PE* and *Tokenization* provide merchants with the means to remove card data from their networks, reducing both the complexity and cost of providing real security for their business and customers. *Breach Assist* helps bridge a significant gap for smaller merchants who do not have the technical wherewithal or the financial resources necessary to deal with a catastrophic data breach and its potential impact on their business, brand and customer relationships.

"Security is at the heart of every product Vantiv offers," said Bill Weingart, Chief Product Officer at Vantiv. "Vantiv Secure demonstrates our commitment to offering our clients increased security and best-in-class solutions. Working with industry leading partners in data security, we are able to adapt to the changing environment and deliver enhanced security solutions to our valued processing merchants."

**About Vantiv**

Vantiv, LLC is one of the leading integrated payment processors to businesses and financial institutions of all sizes in the United States.  Formerly known as Fifth Third Processing Solutions, LLC, since 1971, Vantiv has provided payment processing solutions to its clients.  Headquartered in Cincinnati, Ohio, Vantiv, LLC is a joint venture between Advent International and Fifth Third Bank, a subsidiary of Fifth Third Bancorp (FITB).

**CONTACT:**

Lynn M. Rhoads, Senior Vice President

Communications Director
513.900.4942
[lynn.rhoads@vantiv.com](mailto:lynn.rhoads@vantiv.com)

SOURCE Vantiv, LLC

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