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| [BevMo!](http://www.bevmo.com/) |

**July 1, 2010**

**BevMo! Partners With Verifone To Ensure Customer Credit Security**

***Leading Wine & Spirits Retailer Engages “Hack-Proof” Data Encryption System***

CONCORD, CA—Effective today (7/1), [**BevMo!**](http://ctt.marketwire.com/?release=1187558&id=5852491&type=1&url=http%3a%2f%2fwww.bevmo.com%2f), the leading wine, beer & spirits retailer in the Western United States, has engaged the most effective consumer credit fraud protection available, ensuring customer payments –from point-of-purchase to post-transaction information storage—will be encrypted and “hack-proof,” as announced by BevMo! **CEO Alan Johnson**.

“As most consumers are aware,” adds Mr. Johnson, “many of the largest retailers in the U.S. have recently been subject to security breaches, putting both their own enterprise and their customers at risk. Aside from the real financial costs of such a disaster, the impact that results from a loss of consumer confidence and trust is incalculable. This is why we partnered with Verifone to implement a secure transaction network that ensures BevMo! meets and *exceeds* the **Payment Card Industry Data Security Standard (PCI DSS)**.”

**Verifone Systems, Inc.**, based in San Jose, CA, is the global leader in secure electronic payment solutions. BevMo! has engaged their proprietary **VeriShield Protect** application that virtually eliminates cardholder data from the whole transaction chain and even the company’s in-house servers. **Verifone Sr. VP of Retail, Global Security & Vertical Solutions, Jennifer Miles**, says, “In engaging the VeriShield Protect solution, BevMo! has shown an enormous respect for and commitment to their millions of customers. Aside from meeting PCI compliance standards, this unparalleled data encryption solution obviates the need for costly changes in their point-of-sale (POS) systems or IT infrastructure.”

“Now more than ever,” concludes CEO Alan Johnson, “whenever one of our valued customers uses a credit card at the register at any of the 107 BevMo! locations in California and Arizona, they can make their purchase with complete certainty and confidence that their transaction is secure and their financial information is safe.”

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**About BevMo!**

Beverages & More, Inc. (BevMo!) is a leading specialty retailer of alcoholic beverages and related products in the Western United States and among the largest in the country. We began operating in 1994 with six stores in California that featured a wide selection of products at attractive prices with a focus on exceptional customer service. Our stores provide a friendly, well-lit and unique environment offering a "one-stop" shopping experience for our customers' entertainment needs. We currently operate 107 stores in Northern California, Southern California and Arizona.

For more information on BevMo!, please visit [www.BevMo.com](http://ctt.marketwire.com/?release=1187558&id=5852494&type=1&url=http%3a%2f%2fwww.bevmo.com%2f).

**About Verifone Systems, Inc.**

Verifone Systems, Inc. ("Verifone") (NYSE: PAY) is the global leader in secure electronic payment solutions. Verifone provides expertise, solutions and services that add value to the point of sale with merchant-operated, consumer-facing and self-service payment systems for the financial, retail, hospitality, petroleum, government and healthcare vertical markets. Verifone solutions are designed to meet the needs of merchants, processors and acquirers in developed and emerging economies worldwide.

([www.verifone.com](http://www.verifone.com))