

## **AdStar Set to Release PCI Compliant, Payment Processing Software**

EdgCapture R4 provides latest safeguards for maintaining secure payment card processing environment, adds two major features to decrease merchant fees

**MARINA DEL REY, Calif. and BILLERICA, Mass.**, July 9, 2007 -- AdStar, Inc. (Nasdaq: **ADST**), the leading provider of e-commerce transaction software and services for the advertising and publishing industries, today introduced EdgCapture R4, the company's latest credit card processing platform for newspapers. EdgCapture R4, which will be available in the third quarter of 2007, includes security features that conform to the new Payment Card Industry Data Security Standard (PCI DSS). In addition to the new platform, AdStar also announced two major product enhancements that will reduce merchant transaction fees related to American Express cards and large ticket purchases. The enhancements will be made available to all EdgCapture users early in the third quarter of 2007.

The credit card industry's PCI initiative requires that merchants accepting credit card transactions comply with the rules for operating and maintaining a secure credit card process. In order to support publishers' abilities to comply with PCI DSS, Edgil became a certified Payment Automation Best Practices (PABP) vendor, and EdgCapture R4 was then reviewed by an independent software auditing firm to ensure the application met PABP program standards.

"Keeping consumer data safe and secure is at the top of every merchant's list, and new industry regulations require that any organization that accepts credit cards must implement solutions and processes that ensure PCI compliance," said David Fabrizio, general manager of Edgil Associates, an AdStar company. "EdgCapture R4 is a high-performance, easy-to-use solution that helps organizations meet the new high standards and ensures a secure payment card processing environment that protects customer data. With R4, our newspapers' customers have a proven, advanced solution that they can continue to rely upon for their payment processing needs."

New safeguards in EdgCapture R4 impact all major areas of the application, including:

- **Encryption Key System** for maintaining certificate authority;
- **Credit Card Data Management;**
- **User Rights and Privileges** including password management, logon processing and user tracking;
- **Secure Communications Links** featuring EdgCapture client/server connection, Interactive Database Interface, eCommerce Option and Batch
- **File Transfer.**
- **Enhanced Logging & Reporting.**

In addition to EdgCapture R4, Edgil has released two new product enhancements, American Express Direct and Level III Processing Capability for Corporate and Purchasing Cards. With American Express Direct connectivity, merchants can process customer American Express card transactions directly through American Express, eliminating third-party processors and their associated fees. Level III item detail, which was developed by MasterCard and Visa, supports

the demanding requirements of business-to-business and business-to-government credit card use, including large ticket transactions.

Fabrizio commented, "In addition to the direct cost savings ranging from \$0.05 to \$0.20 per transaction, merchants will benefit from American Express Direct by receiving faster authorizations, settlement and payment. Passing Level III data will also reduce interchange processing fees and qualifies merchants to apply for Credit Card Processor large ticket programs. The combination of EdgCapture R4 and the two new product enhancements provides a comprehensive and powerful payment processing solution that is truly tailored to meet the needs of today's publishers."

### **About AdStar, Inc.**

AdStar, Inc. (Nasdaq Capital Market: ADST) is the leading provider of e-commerce transaction software and services for the advertising and publishing industries. AdStar's proprietary suite of e-commerce services includes remote ad entry software and web-based ad transaction services, as well as payment processing and content processing solutions that are provided through its Edgil Associates subsidiary, the industry's largest supplier of automated payment processing services. AdStar's ad transaction infrastructure powers classified ad sales for more than 40 of the largest newspapers in the United States, CareerBuilder, and a growing number of other online and print media companies. EdgCapture, Edgil's automated payment processing solution, is currently employed by call centers at more than 100 of the nation's leading newspapers and magazines. AdStar is headquartered in Marina del Rey, Calif., and its Edgil office is located in Billerica, Mass. For additional information on AdStar, Inc., visit <http://www.adstar.com>.

### **About Edgil**

Based in Billerica, Mass., Edgil is the industry's largest supplier of automated payment processing for call centers within more than 100 leading newspaper and magazine publications. Since 1984, Edgil has focused on providing publishing industry call centers with payment-processing solutions that integrate directly with their call center order entry systems. For more information, visit Edgil on the Web at <http://www.edgil.com>.

### **Forward Looking Statements**

This release contains forward-looking statements concerning the business and products of the company. Actual results may differ from those projected or implied by such forward-looking statements depending on a number of risks and uncertainties including, but not limited to, the following: historical business has already matured, new online business is unproven and may not generate expected revenues, and Internet security risks. Other risks inherent in the business of the company are described in Securities and Exchange Commission filings, including the company's annual report on Form 10-KSB. The company undertakes no obligation to revise or update any forward-looking statements to reflect events or circumstances after the date of this release.

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