

## 2007-03-06 Transax Technologies Inc. announce new investments totaling two hundred fifty thousand dollars to develop the KwikX Interactive™ module.

VARENNES, QC, March 6 /CNW Telbec/ - Transax Technologies Inc., a Canadian leader of payment processing applications, announce new investments of two hundred fifty thousand dollars (250,000\$) to develop the KwikX Interactive™ module. These investments are added to the half a million dollars (500,000\$) already invested in the KwikX™ platform in 2006. "Since we have proven the effectiveness and stability of our payment platform, processing over twelve million (12,000,000) transactions last year with peaks of sixteen (16) simultaneous transactions per second over the Christmas period, we were ready to add more features to KwikX™ . The KwikX Interactive™ module will enable us or the retailer to download advertising on a flat screen facing the customers at the point of sale. The innovations reside in the interaction with the consumer selecting its ad & coupon and our capacity to manage this interaction in real time by the power of our proven platforms", mentioned Alain Boucher, chief technology officer of Transax Technologies.

These investments would have not been possible without the contribution of CLD de Lajemmerais and the "Fonds d'expérimentation en multimédia", a Canada Economic Development program managed by Alliance numérique. "Without the implication of these various partners, it would have been almost impossible to further the development of our innovations" mentioned Alain Boucher.

### About Transax Technologies

Transax Technologies is a Canadian company specializing in the sale and service of ATMs (Automatic Teller Machines) and point-of-sale terminals (POS terminals). Through its KwikX™ proprietary interconnection platform, Transax Technologies is able to aggregate all type of transactions sending them for real time authorizations to the appropriate host. This platform also provides for the rapid integration of any point-of-sale system to any type of payment method.

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