



MasterCard Expands Relationship with First Performance Global to Drive Greater Card Control

ATLANTA, GA, USA, May 1, 2015 /EINPresswire.com/ -- MasterCard today announced the expansion of its intellectual property relationship with First Performance Global.

Through the global extension of a license for its proprietary MasterCard In Control™ technology, MasterCard will take an equity stake in First Performance. As a result, the two companies will collaborate on growing First Performance's ability to offer payment card issuers and processors self-service tools for cardholders.

"The way people shop and pay is continually changing through new technologies," said Geoff Iddison, executive vice president, strategic partnerships, MasterCard. "Solutions like these complement platforms like MasterPass and EMV in delivering cardholder both a better shopping experience and peace of mind in the protection of their accounts."

Since 2014, First Performance has used the MasterCard license to design and develop its platform, providing cardholders the ability to personally make decisions about when to "turn on" and "turn off" their credit and debit cards. It also allows them to activate loyalty programs and control where and how their cards can be used through a simple, easy-to-use GogoNogo mobile app.

"We have enjoyed a great relationship with MasterCard," notes A. Wayne Johnson, First Performance CEO and Executive Managing Director. "The expansion of our intellectual property relationship on a global basis is an exciting opportunity for our company."

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

About First Performance Global

First Performance Global delivers an innovative platform revolutionizing how issuers and processors connect and engage with their customers. Through interaction with the ISO 8583 authorization stream, the First Performance platform provides financial institutions with customer self-service capabilities, card management, loyalty, and messaging tools that deliver greater control, security, interactive communication, and an overall enhancement to the card use experience. For more information, visit www.firstperformance.com.

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