



## Markets

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### Ruby Tuesday Upgrades Card Security

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MARYVILLE, Tenn. — Ruby Tuesday Inc. announced Monday it is switching to an ultra-secure credit card processing system to protect customers from fraud.

The system, which is expected to be in all the restaurant chain's 900 locations by April, leaves no credit card information at the restaurant and is instead sent to the bank in encrypted form. The system is said to help prevent identity theft.

"We have devoted significant resources to getting this solution into place as quickly as possible," said Nick Ibrahim, Ruby Tuesday's senior vice president and chief technology officer.

"Because the rate of cyber crime keeps growing, we felt it was crucial to be proactive and an industry leader on this issue," Ibrahim said in a statement.

Credit card company Visa International has acknowledged Ruby Tuesday's system will be fully compliant with new data security standards set by the Payment Card Industry, a trade group of major payment card companies, according to the release.

Founded more than 30 years ago near the University of Tennessee in Knoxville, Ruby Tuesday has grown to over 900 company-owned and franchised restaurants in 43 states and 15 countries around the world.

In afternoon trading, Ruby Tuesday shares fell 39 cents, or 1.4 percent, to \$28.45 on the New York Stock Exchange.



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