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Bennington College Launches New Campus Card Program with CardSmith

September 12, 2011

Bennington, VT:

Bennington College and campus card service provider CardSmith today announced the launch of a new multi-functional ID card – **The Bennington Card** - for the College’s Vermont campus. The new Card gives students convenient, cashless access to a wide range of campus facilities and services including meal plans, dining, bookstore, and laundry facilities. Bennington is issuing a newly designed digital image card to all students this fall (see below).

The Bennington Card is powered by CardSmith’s managed, SaaS transaction system, enabling the College to provide campus-wide card transaction services without local card systems or software or dedicated administrative staff. The service features advanced meal plan and discretionary spending account processing, online cardholder account access, online reporting, online administrative access and 24/7/365 monitoring. CardSmith will manage a dedicated, toll-free and online customer care service, financial settlement and other operational support processes for the program. A multi-year service agreement brings the College a valuable service for the campus community at a fixed long-term price.

“Bennington College is very pleased to bring this upgraded service and convenience to our campus community,” said Laura Krause, Vice President and Chief Financial Officer. “The new card program makes our campus more efficient and provides added convenience for our students, parents, staff, and service providers. We chose CardSmith because of the completeness of their service and their expertise in building new card programs with campuses like ours. We’re looking forward to expanding the program in the years to come.”

“CardSmith is very pleased to be working with Bennington College,” said President Jay Summerall. “It’s a unique institution and we have enjoyed working with their team to get The Bennington Card up and running. We’re also pleased to continue to grow our customer base in New England and look forward to further expansion in this education-rich region. ”

BENNINGTON COLLEGE



About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, campus service providers, cardholders, card-accepting locations, private label card issuers, and closed loop communities nationwide. We provide the market's only "SaaS" transaction management solution and turn-key card program management service, delivering superior service and performance for less than 50% of the cost of owning and operating a proprietary card system. For more information, please visit www.card-smith.com.

About Bennington College:

Bennington College (www.bennington.edu), a nationally recognized liberal arts college with enrollment of 811 students (668 undergraduate, 143 graduate) is located on 440 acres in the Green Mountains of southwestern Vermont. The College offers a full range of study, with programs in the humanities, natural sciences, mathematics, social sciences, and visual and performing arts, as well as a five-year Bachelor's/Master's degree in Teaching. Additional graduate programs include a Master of Fine Arts in Writing, a Master of Fine Arts in Performing Arts, a Master of Arts in Teaching a Second Language, and a Postbaccalaureate Premedical Program.

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