



-----**FOR IMMEDIATE RELEASE**-----

New England Conservatory Launches 'Penguin Pass' ID Card Program with CardSmith

August 2, 2010

Boston, MA. –New England Conservatory (NEC) and campus card service provider CardSmith are pleased to announce the launch of the new multi-application “**Penguin Pass**” ID card program for the NEC community. The program is powered by CardSmith’s SaaS transaction processing platform and card program management solution, enabling NEC to deliver world-class card services without IT infrastructure or overhead on-campus. NEC will be the 10th Boston area campus to join CardSmith’s Campus Cash® network of over 75 off-campus businesses. NEC students will be able to use Penguin Pass’ “**Cold Cash**” discretionary spending account - throughout the Campus Cash network. The network will expand to additional locations nearby the NEC campus.

Penguin Pass is NEC’s official campus ID card, and the key to a wide range of campus facilities and services, including library privileges, dining plan transactions, copy and vending machines, laundry rooms, the Print Shop and more. Off-campus businesses accepting Cold Cash will include BOLOCO, College Convenience, CVS Pharmacy, Cappy’s 2, Daddy’s Junky Music, D’Angelo Sandwich Shops, Domino’s, Dunkin Donuts, Economy True Value Hardware, JP Licks, Harvard Medical Coop, Nan Ling Chinese Restaurant, Qdoba, Quiznos, Symphony Market, Uno’s Chicago Grill and a host of other local businesses.

The Penguin Pass program will have a 24/7 secure online account center where students and "guests" can add value to Cold Cash, view transactions, manage account information and more. CardSmith will also manage a toll-free customer care service with live-agent support for parents, students and other stakeholders. The company will also manage technical and financial operations for the Penguin Pass program.

“NEC is very pleased to bring this upgraded service to our campus community,” said Jennifer Kelemen, Building Operations Manger. “Penguin Pass and Cold Cash will make our campus virtually cashless, and our students will enjoy using their cards at the large off-campus merchant base around our campus and throughout Boston. NEC has wanted to take this step for several years, and the project gained momentum early this year. CardSmith’s system and service design made it possible for us to roll the program out campus wide and off-campus over the summer.”

“CardSmith is very pleased to be working with NEC on the Penguin Pass program,” said CardSmith President Jay Summerall. “We expect Penguin Pass to be a great program in its own right, and it’s a welcome addition to our growing Campus Cash network in Boston.”



About CardSmith:

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

About New England Conservatory

Recognized nationally and internationally as a leader among music schools, New England Conservatory offers rigorous training in an intimate, nurturing community to 720 undergraduate, graduate, and doctoral music students from around the world. Its faculty of 225 boasts internationally esteemed artist-teachers and scholars. Its alumni go on to fill orchestra chairs, concert hall stages, jazz clubs, recording studios, and arts management positions worldwide. Nearly half of the Boston Symphony Orchestra is composed of NEC trained musicians and faculty.

The oldest independent school of music in the United States, NEC was founded in 1867 by Eben Tourjee. Its curriculum is remarkable for its wide range of styles and traditions. On the college level, it features training in classical, jazz, Contemporary Improvisation, world and early music. Through its Preparatory School, School of Continuing Education, and Community Collaboration Programs, it provides training and performance opportunities for children, pre-college students, adults, and seniors. Through its outreach projects, it allows young musicians to engage with non-traditional audiences in schools, hospitals, and nursing homes—thereby bringing pleasure to new listeners and enlarging the universe for classical music and jazz.

NEC presents more than 600 free concerts each year, many of them in Jordan Hall, its world- renowned, 106-year old, beautifully restored concert hall. These programs range from solo recitals to chamber music to orchestral programs to jazz and opera scenes. Every year, NEC's opera studies department also presents two fully staged opera productions at the Cutler Majestic Theatre in Boston.

NEC is co-founder and educational partner of From the Top, a weekly radio program that celebrates outstanding young classical musicians from the entire country. With its broadcast home in Jordan Hall, the show is now carried by National Public Radio and is heard on 250 stations throughout the United States. For more information, visit www.necmusic.edu.

Contact: Ellen Pfeifer

Public Relations Manager
New England Conservatory
Ellen.pfeifer@necmusic.edu
617-585-1143

CardSmith Contact:

Donna Franklin, VP Marketing & Communications
dfranklin@card-smith.com
973-224-2529