

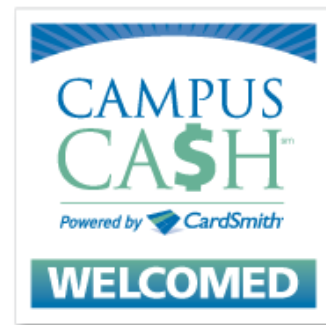


-----**FOR IMMEDIATE RELEASE**-----

CardSmith Rolls Out City-Wide College Card Program in Boston

October 13, 2009

Boston, MA



Campus card services provider CardSmith is pleased to announce the roll-out of its new “Campus CashSM” program in the Boston, Massachusetts metro area. Campus Cash is a common acceptance mark shared by the campus ID card programs of CardSmith’s higher education customers in Boston, Cambridge and Newton, MA. Students from each of the colleges and universities can use the prepaid spending account on their official college/university ID Card to make purchases at a broad based network of accepting locations on and around CardSmith-supported campuses around the city. Participating off-campus businesses can accept ID Cards from all of the campuses with a single inexpensive card terminal. Activity from all schools is settled in a single ACH direct deposit to each merchant every business day by CardSmith. Individual colleges can choose which of the card-accepting locations on their campuses will accept ID Cards issued by other colleges, and whether cards they issue can be used at other campuses.

CardSmith has introduced the Campus Cash service mark and acceptance signage to identify participating merchants and branded the program websites it manages for each campus card program. “Campus Cash is a natural evolution for us and our customers, especially in Boston where we have a very significant presence” said CardSmith President Jay Summerall. “Now when students from all of our campuses see the Campus Cash sticker on a merchant’s window, they know they can use their ID Card as a form of payment there. It’s exciting for us and our customers, but it’s also practical; the alternative was to paste multiple stickers on each of our merchants’ windows. That wouldn’t work at the scale we are currently operating in the Boston area. Many of our off-campus merchants already see ID Cards from multiple schools, and the purchasing power represented by our students is material.”

One of those merchants is Symphony Market on Massachusetts Avenue near Berklee College of Music. “It’s easy for me to take the ID Cards, and my student business is growing” said owner Andy Patel. “When we started a few years ago, we just saw ID Cards from Berklee. I still get a lot of Berklee students, but now I also get regular business from students from the other colleges too. The program works well for us. We plan to accept Campus Cash at a new business we are opening at another location later this year”.



“We believe this is the only program where students use their ID cards on other campuses at accepting locations like dining venues, vending machines, even laundry rooms.” said Summerall “We’ve been surprised by how often that actually happens. It facilitates commercial and social interaction among students across campuses and benefits the colleges and also their service providers. For the off-campus businesses, Campus Cash makes it very easy to take ID Cards from multiple campuses with one small device. It’s a major improvement from the old model where a merchant needed a separate terminal for every college ID Card accepted. We are looking forward to growing the Campus Cash network here and in other college-centric locations around the country”.

Currently participating Campus Cash colleges and universities include Berklee College of Music, Wentworth Institute of Technology, Simmons College, Emmanuel College, Lesley University, Art Institute of Boston, Mount Ida College, Massachusetts College of Art, Massachusetts College of Pharmacy and Health Sciences, and Wheelock College. All new CardSmith clients in the Boston area are eligible to join the Campus Cash network to give their students immediate access to this growing network of accepting locations.

The Campus Cash network in Boston includes over 500 accepting locations. Participating merchants include Symphony Market, Dunkin Donuts, Boloco, CVS Pharmacies, Blick Art Materials, Qdoba Mexican Grill, Quizno’s, D’Angelo’s, Domino’s, Uno’s, Fresh City, JP Licks, DiningIn.com and a host of locally owned and operated restaurants and service providers.

About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, students, parents and campus service providers nationwide. The company provides the market’s only ASP transaction management solution and turn-key program management service, delivering superior capability, service and performance for less than 50% of the cost of proprietary campus card systems. For more information, visit www.card-smith.com.

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