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CardSmith and Apriva Announce Strategic Partnership

Relationship Will Bring Innovative Wireless Payment Solutions to Campus Card Marketplace

NACCU Conference, Seattle, WA April 23, 2012—CardSmith, the leading provider of Cloud-Based campus card payment solutions, and Apriva, the leading provider of end-to-end wireless transactions and secure information solutions, announced that the companies have entered into a strategic partnership to deliver secure, mobile payment solutions integrated with CardSmith's cloud-based campus card payments platform. Through this relationship, institutions will be able to cost-effectively deploy wireless vending and mobile payment acceptance around campus and eliminate the cost, security and maintenance requirements associated with traditional Ethernet and data jack infrastructure. The combined offering supports campus ID card and Visa, MasterCard, Discover and American Express credit card transactions.

“We are very pleased to enter into this relationship with CardSmith, which is one of the true innovators in delivering cloud-based payment services to universities and other institutions,” said James Lawrence, Vice President of Apriva. “Our work with CardSmith will enable campus card users to conveniently purchase goods and services at more locations on and around campus, including cashless vending machines and locations with mobile or outdoor requirements. In addition, our joint solution will be ideal for sporting events, taxi/bus applications and fundraising activities. Through this combined offering, students and other cardholders will have much more flexibility for using their campus cards to make purchases, while merchants and institutions will have a cost-effective vehicle to tap into the evolving mobile commerce ecosystem.”

“Apriva has long been recognized as the industry leader for secure wireless payment processing solutions,” noted Taran Lent, Vice President and Co-founder, CardSmith. “We are delighted to enter into a partnership with this highly-regarded provider, and expect that our joint efforts will benefit our many clients who are looking to integrate mobility into their campus card programs.”

System integration is underway and the companies expect to roll out the first wave of joint wireless payment solutions in the second half of 2012.

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 cloud-based “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.

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About Apriva

Founded in 1999, Apriva is the leading provider of end-to-end wireless transactions and secure information messaging solutions that meet the exacting security and reliability requirements of financial services providers, government entities, and public service sectors. Through its two operating groups, Apriva Point of Sale (POS) and Apriva Information Security Systems (ISS), the company offers customers fully-managed, end-to-end, security solutions that incorporate hardware, software, network infrastructure and management tools. For more information, visit www.apriva.com.

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