



-----NEWS RELEASE-----

CardSmith, ColorID form Strategic Partnership

- * ColorID to add CardSmith campus card management solutions to its product portfolio;
- * Aligns companies with deep industry expertise and business focus;
- * Brings unprecedented breadth and scope of service and capability to marketplace;

Tuesday, February 14, 2012; 10:00 AM EDT

Cornelius, NC & Doylestown, PA:

CardSmith and ColorID announced today the formation of a business partnership to bring CardSmith's unique "cloud" based campus card solutions to ColorID's customers in higher education and other market segments. Effective immediately, ColorID will offer CardSmith's transaction management and related campus card solutions as part of its portfolio of value-added card products and services. The companies will introduce the partnership to the marketplace with special pricing and incentives for ColorID customers with a custom version of CardSmith's "Cloud Nine" new customer incentive program.

"This is a major step in the growth and evolution of ColorID" said Danny Smith, ColorID Executive Vice President. "We see potential to bring significant value to our customers and grow our business with CardSmith's innovative solutions. The services our companies provide are very complementary, and we're positioned to deliver customers deep expertise across a broad spectrum of card and transaction related solutions. We expect to be able to increase distribution of CardSmith's solutions, and also grow ColorID's business within CardSmith's existing customer base."

The companies will offer service for higher education, independent schools, public schools and other major market segments and facilities including healthcare and hospitals, assisted living facilities, government installations, and corporate locations. Customers will be able to buy virtually any product or service related to ID cards, private label cards, authentication, privilege verification, access control, custom transaction solutions and card management services through the venture. ColorID will provide account management services for CardSmith customers acquired through its channels.



“CardSmith is very enthusiastic about this partnership with ColorID” said Jay Summerall, President “Both our companies have customer-centric, hands-on service cultures and orientations. There’s literally almost nothing a college or university, independent school, health care, corporate facility or other private label card venue can’t get from our venture. We’re excited to be able to leverage ColorID’s expertise and distribution to help grow our business and deliver more value for our customers. We think it’s going to be a powerful partnership, and look forward to having ColorID as an extension of our team.”

About ColorID:

ColorID is a leading identification, biometric & transaction solutions provider to education, government, military, healthcare and other businesses. ColorID product offerings include: ID printers, software and supplies, advanced technology smart contact and contactless cards, transaction management products and services, biometric iris and finger print readers, pre-printed and blank plastic cards, and ID badge accessories (such as lanyards and card holders). ColorID offers installation, training, re-carding, extended warranties and support services on all the products we offer. ColorID's manufacturing partners include: HID, Fargo, IRIS ID, Datacard, Gemalto, Zebra, NiSCA, Evolis, Magicard, Integrated Biometrics, Oberthur, Privaris, CardSmith and many others. Contact ColorID at 704-987-2238 or toll free in Canada and the US at 888-682-6567. Visit ColorID on the web at: www.colorid.com or mail ColorID at support@colorid.com.

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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