



THE LAWRENCEVILLE SCHOOL



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

The Lawrenceville School and CardSmith Expand the Cashless Campus ID Card Program

September 25, 2012

Lawrenceville, NJ:

The Lawrenceville School and CardSmith announced today the expansion of its multi-function identification Card – **The Lawrenceville ID Card** for the School’s students, parents and other stakeholders. The ID card was launched last year with CardSmith and features a pre-paid spending account – **Big Red Account** – that students can use to make purchases on and around campus. The account is now accepted at the campus store, the School’s online bookstore, post office, Squash pro shop, laundry facilities, and nearby businesses. Parents and students can access accounts 24/7 from a dedicated on-line account center to view transactions, add value, establish automatic allowances, and more. In addition, the card program enables the School’s Business Office to efficiently and discreetly make financial aid disbursements to eligible students. The School upgraded their card production software to CardSmith’s RapIDcard IDMS system before the start of classes this fall. All resident and day students now have the new card.

“The Lawrenceville ID Card continues to be an exciting program for the School” said Jana Kiefer, Director of Summer and Facilities Programs. “We implemented the cashless ID card program last year to provide enhanced service to our community and to make our operations more efficient. Acceptance of the card at a number of Lawrenceville Main Street merchants has been an important milestone for this academic year and we hope merchants discover the benefits of the program. Parents and students are excited about the new and expanding ID Card opportunities.”

“We are very pleased to be working with The Lawrenceville School, one of the nation’s premier independent schools” said Jay Summerall, CardSmith President. “Our team has already developed a strong working relationship with the administration, and all of us are looking forward to doing more with the card program in the months and years ahead. Independent schools are an important and growing segment for CardSmith. We have relationships with a large number of leading institutions that are helping us enhance and expand our service every day to meet their specific needs.”



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About The Lawrenceville School:

Founded in 1810, The Lawrenceville School offers a comprehensive, coeducational program for 815 students in grades nine through post-graduate, who come from 29 states and 35 countries. The School is located on 700 acres in the historic village of Lawrenceville, N.J. For additional information, please visit www.lawrenceville.org.

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, visit www.card-smith.com.

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