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Lesley University to Launch New Lesley Card with CardSmith

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Cambridge, MA

Lesley University and CardSmith LLC announced today the launch of a new, multi-function ID Card program - **Lesley Card** - for the University's Cambridge and Boston campuses. In addition to providing enhanced identification and access control applications, the new Lesley Card features "**CashLynx**" a pre-paid flexible spending account students, faculty and staff can use to make purchases at campus dining locations, bookstores, copy machines, campus offices – and at participating off-campus businesses. Meal plan accounts for students participating in campus dining plans will also be accessed via the Lesley Card. Cardholders and authorized guests will be able to add value to and manage *CashLynx* and meal plan accounts 24/7 from a new website dedicated to the program www.lesleycard.com, which is currently under construction.

"The new Lesley Card program is a big step forward for this University in terms of services for our campus community" said Larry Carr, Director of Campus Services. "We are launching a broad set of card services and applications this fall, with more planned for release in the near future. Students will be able to use their cards to make purchases at the Lesley Bookstore and other points of sale and service across the campus and have 24/7 on-line access to sophisticated account management tools and services. Students, parents and card-accepting locations on and off-campus will have access to professional call center and help desk services. And, our cardholders will be able to use their Lesley Card off-campus in Cambridge businesses and at a network of over 60 businesses serving students near our Art Institute of Boston campus. We expect to be an essentially cashless campus in the very near future."

"Prior to the launch of Lesley Card, our campus ID had limited functionality. Following the replacement of our card production and access systems, with DataCard and Ingersoll Rand systems, we undertook a comprehensive review of the requirements and costs of expanding the program and evaluated the major campus card companies. We chose CardSmith because they offer a managed service that makes it affordable for us to deliver the kind of quality services our students and stakeholders expect. We're not required to install or operate a local card system or software, nor have we added staff to support the program. In addition, they have real expertise in card program management that is already benefiting us in the design and planning of our program. We are off to a very good start."

"We are very pleased to be working with Lesley University" said Jay Summerall, CardSmith President. "Lesley is a unique institution, and its structure and demographics are well suited to our service. The team there put us through an extensive evaluation process, but once the decision to

move forward was made, things have progressed quickly. We're excited to get the program up and running for this fall. Lesley is an important addition to our college and university customer base in the Boston area. We look forward to working with them for many months and years to come."

Lesley Card is Lesley University's official ID card, offering students, parents and other stakeholders the security and convenience of cashless transactions campus-wide and off-campus, as well as 24/7 on-line account access and value transfer options and professional help desk support. The card also serves as a library card and controls access to campus services and locations. *CashLynx* is a pre-paid flexible spending account on the card accepted for payment at virtually every point of sale or service on campus and at selected off-campus businesses. The card and related services are provided free of charge to all Lesley students, staff and faculty. Value in *CashLynx* does not expire and may be used by students as long as they are enrolled at Lesley. Any remaining balances are refunded when students leave the University. Off-campus merchants can participate in the program by installing an inexpensive countertop terminal. New cards will be distributed to new and returning students this summer. The program will be live for the start of classes this fall.

About Lesley University:

Lesley University (www.lesley.edu), a 7,500-student, multi-site university for women and men, is one of the nation's largest providers of graduate professional education opportunities to K-12 educators. Anchored by a strong liberal arts curriculum, Lesley offers undergraduate and graduate programs in education, the arts, human services and the environment at its Cambridge and Boston campuses, online, and in 150 locations in 23 states. Lesley's four schools include the School of Education, the Graduate School of Arts and Social Sciences, The Art Institute of Boston, and Lesley College, an undergraduate residential college. Lesley University prepares individuals for lives and careers that make a difference, and serves the evolving needs of students and a diverse society through innovative programs and pedagogy, high quality instruction, scholarship, advocacy, and outreach.

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 turn-key card program management solution, delivering superior capability, service and performance for less than half the cost of legacy campus card systems and management models.

For more information, please visit www.card-smith.com.

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