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Oklahoma City University and CardSmith Launch New StarCard Program

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Oklahoma City, OK:

Oklahoma City University (OCU) and campus card service provider CardSmith today announced the launch of a new multi-functional ID card for the University's Oklahoma City campus for the upcoming academic year. The new *StarCard* will give students convenient, cashless access to a wide range of campus facilities and services including dining locations, the bookstore, print and copy machines, laundry facilities, and off-campus merchants. OCU is issuing a newly-designed digital image card to all students this fall. (See below.) The card will continue to enable electronic door access for resident students.

The StarCard is powered by CardSmith's SaaS transaction solution, enabling OCU to provide upgraded card transaction services without local card systems or software or dedicated administrative staff. The managed service features advanced meal plan and discretionary spending account processing, on-line cardholder account access, on-line reporting, on-line administrative access and 24/7/365 monitoring. CardSmith will manage a dedicated, toll-free customer care service, cardholder marketing, financial settlement, and www.okcustarcad.com - a dedicated website in support of the program. A multi-year service agreement brings the University a comprehensive, best-in-class service at a fixed long-term price.

"OCU is very pleased to bring this upgraded service and convenience to our campus community this fall" said Richard Hall, Vice President of Student Affairs. "The new card program makes our campus more efficient and provides a significantly upgraded service for our students, parents, staff, and service providers. We chose CardSmith because of their managed approach to systems and services and their expertise in building card programs with campuses like ours. They designed a solution specifically for us by integrating their systems with our incumbent vendors' and providing cost-effective technology for new applications like print management".

"CardSmith is very pleased to be working with Oklahoma City University," said President Jay Summerall. "We've enjoyed working with the OCU team to get the new StarCard up and running, and are looking forward to a full-scale launch in a few weeks. OCU is our 3rd customer in Oklahoma, and we look forward to further expansion in Oklahoma and the southwest."

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, please visit www.card-smith.com.

About Oklahoma City University:

Oklahoma City University is a coeducational, urban private university located in Oklahoma City, in the Midtown district. The university is affiliated with the United Methodist Church and offers a wide variety of degrees in the liberal arts and sciences disciplines. OCU is the only Oklahoma institution listed in the top tier of the regional, master's-level university category by *U.S. News and World Report* magazine. It is also listed in "*America's Best Christian Colleges*" & "*100 Best College Buys*." For more information, visit www.okcu.edu.

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