

## Purchase College Upgrades the More Card

Wednesday, August 3 2005

The Purchase College Association, Inc., the not-for-profit auxiliary service corporation at Purchase College, SUNY announced today a new partnership with CardSmith, a New Jersey company specializing in campus card programs. This partnership provides significant upgrades to the existing one-card program marketed as the "More Card" in an effort to achieve the level of services students entering colleges are expecting. As part of the expanded services, all students, faculty and staff, will receive new More Cards in the Fall.

"Purchase College is very pleased to bring this enhanced service to our students, parents, faculty, staff and business partners," said Bill Guerrero, Executive Director of the Purchase College Association. "Five years ago we committed to build a best-in-class one-card program founded on the guiding principles of convenience, services, security, and future possibilities that students demand in this highly competitive higher education marketplace. With this new partnership we are confident that we have made the next step in each of those areas and positioned ourselves for the future."

The More Card serves as the College's official means of identification, and can be used to access services and make cashless payments on and around campus. Card holders can go to all campus dining facilities, check out library books, buy art supplies, purchase books and merchandise at the bookstore, pay their campus telephone bill, obtain health services, buy drinks and snacks in vending machines, and patronize participating off-campus merchants - all with the More Card.

Powered by technology and services from CardSmith, the More Card has improved:

- Convenience by creating a new website at [www.purchasemorecard.com](http://www.purchasemorecard.com) where account holders can check balances, add funds, view transactions, and edit account preferences 24/7.
- Service by adding a professional customer service center and help desk open every business day to assist students and parents.
- Security by adding the ISO standard 16-digit account number scheme replacing the social security number as the individual identifier.
- Possibilities by empowering our on-campus business partners, such as Chartwells, our food service provider, the ability to choose the POS registers that best meet their reporting needs. In addition, our growing White Plains and Port Chester, NY off-campus merchant base will see a significant improvement in marketing and customer service support as they access our large campus population.


"Today's campus card programs have become increasingly sophisticated. As you can tell they are no longer just identification cards - they are sophisticated financial instruments. With CardSmith as a business partner, the worry of managing such a program that aspires to be best-in-class is gone. Their management team is comprised of experts in the industry and their efficient transaction solution coupled with superior level of service and support are first rate. Ultimately it was their hands-on support, flexible system, and belief in our program's vision that were the major attractions for the partnership", said Guerrero.


Said CardSmith President, Jay Summerall. "We are very pleased to be supporting the More Card and Purchase College. Bill and the team there are very entrepreneurial and committed to their stakeholders and the quality of services provided. It's a pleasure to do business with people who share our commitment to excellence. We're looking forward to service Purchase College for the long term, and to working with other institutions in the area."


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