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## **Sweet Briar College and CardSmith Sign Multi-Year Contract Extension for Card Services**

February 15, 2007

Amherst, VA: Sweet Briar College and CardSmith LLC are pleased to announce that they have extended their services agreement for the Sweet Briar Card program through the 2011-2012 academic year. Under the agreement, CardSmith provides the College transaction management, customer service, marketing and program management services in support of the Sweet Briar Card, the College's multi-functional ID card.

The Sweet Briar Card enables students, staff and faculty to access pre-paid dining plan and flexible spending accounts, serves as the College's library card and identification card. The card's flexible spending account, SweetCash, is accepted campus-wide at The Book Shop, Le Bistro, The Café at the Book Shop, Student Commons Dining, Campus UPS, laundry facilities and vending machines across campus, and at area CVS pharmacies. Cardholders and authorized guests can add value instantly by credit or debit card, review balances and transactions and manage account preferences at [www.sweetbriarcard.com](http://www.sweetbriarcard.com). A professional customer service center and help desk is also available to all cardholders, and to parents of Sweet Briar students.

"From initial launch to ongoing development of the Sweet Briar Card, we've been very pleased with the level and performance of the CardSmith services over the past two years" said Paul Davies, Vice President of Finance and Administration for the College. "We now use the card for just about all our daily transactions on campus. Our students, parents and staff really enjoy the convenience and security of the program, and it's helping us run our operations more efficiently."

"With CardSmith, the College does not have to manage a card system or card office on campus, and we don't have any personnel dedicated to the card program. They have a very efficient service model. I really cannot imagine going back to the old way of providing card services, with a local system on campus. The contract extension is a reflection of our confidence in CardSmith and our desire to fix our cost for the service long term."



“We are very pleased to extend our agreement with Sweet Briar College” said Jay Summerall, CardSmith’s President. “Sweet Briar Card and SweetCash have become very popular very quickly and it’s gratifying for us to see the program take off like it has in the campus community. Sweet Briar was one of our first customers, too, and we really enjoy working with Paul and the team there. We have a very good working relationship and business partnership and look forward to continuing that for a long time. This agreement is a big step in that direction.”

**About Sweet Briar College:**

Sweet Briar College is a private, liberal arts women's college located on more than 3,000 acres in the foothills of the Blue Ridge Mountains just north of Lynchburg, Va. Founded in 1901, Sweet Briar consistently ranks among the nation’s top liberal arts colleges. The College’s excellent academic reputation, spectacular campus and attention to the individual attract smart, confident women both nationally and internationally. Its customized educational programs equip students to successfully enter graduate school and/or the workforce. Among its innovative, dynamic offerings are new engineering degrees and MAT/M.Ed. programs; distinguished Study Abroad programs in France and Spain, and the Summer Honors Research Program.

Visit Sweet Briar College’s web site at: [www.sbc.edu](http://www.sbc.edu)

**About CardSmith:**

CardSmith is a card technology and management company dedicated to making it easy and affordable for any campus to provide quality campus card services. The company offers the market’s only fully-managed campus card service, including a customized transaction processing solution for each client integrated with professional management, marketing and customer support services. CardSmith’s service eliminates the need for individual campuses to buy or maintain proprietary card systems or dedicate staff to program management, delivering next-generation performance for a fraction of the cost of the traditional campus card operation.

Visit CardSmith at: [www.card-smith.com](http://www.card-smith.com)

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