

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

Southwestern Oregon Community College and CardSmith Launch New Laker One Card

February 7, 2011

Coos Bay, OR:

Southwestern Oregon Community College (SWOCC) and campus card service provider CardSmith are pleased to announce the launch of a new campus ID card program for the SWOCC campus community. The new **Laker One Card** is the college's new official ID card and the key to campus facilities and services including door and meal plan access. CardSmith's SaaS transaction solution is now processing meal plan transactions at the college's Dining Hall. Southwestern is in the process of issuing new Laker One Cards to all students, faculty and staff with a CardSmith-supplied card production system.

Laker One Card will have a secure "24/7 Account Center" where cardholders can view meal plan transactions and balances, manage account information, and more. The College is evaluating the expansion of card acceptance to other areas of campus including pay-for-print stations and other applications.

"Southwestern is very pleased to be bringing this upgraded service and convenience to our campus community" said Jeff Whitey, Director of Housing. "The new card program will make our campus more efficient and provides us a platform to easily expand to applications beyond dining. We chose CardSmith because their SaaS transaction processing service easily and economically supports both our current and future processing needs, and because they have expertise in building card programs with campuses like ours. The transition has gone very smoothly thus far, and we are looking forward to implementing the next phase of expansion."

"CardSmith is very pleased to be working with Southwestern Oregon Community College," said President Jay Summerall. "Jeff and the SWOCC team have been very good business partners, and we are looking forward to helping grow the Laker One Card program in the months and years ahead. CardSmith is expanding rapidly in the community college market, and we plan to continue to develop our technology and services to meet the needs of this important segment. We're also pleased to continue our growth in the Pacific Northwest region."



About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, campus service providers, cardholders, card-accepting merchants, private label card issuers, and closed loop communities nationwide. The company provides the market's only SaaS transaction management solution and turn-key card program management service, delivering superior capability, service and performance for less than 50% of the cost of proprietary card systems. For more information, visit www.card-smith.com.

About Southwestern Oregon Community College:

Southwestern Oregon Community College was founded in 1961 and is the only public, post-secondary institution in its region. With almost 12,000 students annually, the institution offers two-year transfer programs, one and two-year career and technical programs, short-term training occupational programs, adult education, a high school diploma program and enrichment courses. For more information on Southwestern Oregon Community College, visit www.socc.edu.

CardSmith Contact:

Donna Franklin, VP Marketing & Communications
dfranklin@card-smith.com
973-224-2529

Southwestern Oregon Community College Contact:

Karl Easttorp, Director of Community Relations
keasttorp@socc.edu

