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Purchase College Upgrades *the More Card*

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New ID Card offers students and parents More Convenience, More Services, More Security... More Possibilities

Purchase, NY - ***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 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."

About CardSmith:

CardSmith is a card technology and management company dedicated to making it easy and affordable for any campus to provide advanced 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, delivering next-generation performance for a fraction of the cost of the traditional campus card operation. The company's systems is open-standard, enabling easy integration of best-in-class terminals for virtually any card application and economical interface to equipment already deployed on campus. For more information, please visit www.card-smith.com.

Contacts:

Jay Summerall, President
jsummerall@card-smith.com
617-721-4133;

Brian Farley, VP Business Development
bfarley@card-smith.com
617-994-0036

About Purchase College:

Purchase College State University of New York, a major institution of higher education encompasses the liberal arts, professional training in the performing and visual arts, and liberal studies and continuing education, the Neuberger Museum of Art and The Performing Arts Center.

About Purchase College Association, Inc.:

Purchase College Association, Inc. -- a not-for-profit corporation, contracted with Purchase College, with the mission to provide high quality low cost auxiliary services to the college community, manages the Food Service, Bookstore, Cable, Vending, Laundry, Guest Rooms, Student Accident & Health Insurance, Transportation, and More Card and Banking contracts as well as provides over \$60,000 annually toward campus programs and projects.

Bill Guerrero, Executive Director

Bill.guerrero@purchase.edu

914-251-6962