



## News Release

### **Blackboard to Build Comprehensive Transaction System at UT Tyler** **Blackboard Commerce Suite™ will enhance student experience on and off campus**

Washington, DC – August 5, 2004 – The University of Texas at Tyler has signed an agreement with Blackboard Inc. (Nasdaq: BBBB) to create a comprehensive transaction environment that streamlines residential life components, student purchases and student identification throughout the campus and surrounding community. The agreement gives UT Tyler license to the *Blackboard Commerce Suite™*, which is comprised of the *Blackboard Transaction System™*, *Blackboard Portal System™* and *BbOne™*.

“UT Tyler is demonstrating its commitment to effective use of technology as it moves beyond traditional campus card programs by implementing a comprehensive transaction environment with the adoption of the entire Blackboard Commerce Suite,” said Michael Chasen, CEO of Blackboard. “This powerful package offers numerous benefits for the entire UT Tyler community – from increased security to streamlined housing management to simplified transactions on and off campus. Our team of experts is able to bring it all together while the UT Tyler staff remains focused on their core business, educating students.”

UT Tyler expanded from a 2-year, upper division institution to a four-year university in 1997. Since then the University has experienced a surging 36% bi-annual growth in student enrollment. The addition of residential life necessitated a comprehensive approach to the traditional student ID card, which had previously not been vital to the UT Tyler experience.

“Blackboard presented us with an all-inclusive package of innovative technology and excellent customer service that allows us to efficiently create our Patriot Power Card (*P<sup>2</sup>*) program from scratch,” said Lynne Culverhouse, Assistant Vice President Business affairs and Chief Budget Officer for UT Tyler. “Their ability to integrate a variety of applications, both inside the University and in the community at large, made Blackboard a clear choice for starting this program. Our successful history with their Blackboard Academic Suite provides additional confidence in our selection.”

Through the Blackboard Transaction System, UT Tyler students will use their new *P<sup>2</sup>* Cards to access a variety of practical applications. Chief among these is the availability of personal, university-supported debit account for managing myriad purchases encountered in daily campus life, including meals, laundry, printing, campus bookstore, etc. The card will also serve as a security measure for controlled access to residence halls and other secure locations.

Sherry Morton, Director of Student Business Services for UT Tyler, is responsible for the management of the Patriot Power Card and expects students to respond favorably to the program when they return to campus this fall.

“The University continues to expand its offerings in both academics and student life,” said Morton. “An all-inclusive ID card is just one more way we are making it desirable to learn and live at UT Tyler.”

An additional feature of the *P<sup>2</sup>* Card, made possible by *BbOne* is the ability to use the student ID for purchases at University-approved merchants in the greater community. *BbOne* makes it easy for students to do business with local merchants, helps to further the UT Tyler brand through the broad use of university ID cards and encourages greater participation in the Patriot Power Card program.

To facilitate creation of this comprehensive program from the ground up, Blackboard will integrate data from a variety of *Blackboard Building Blocks*® applications including Datacard, for video imaging; Pharos UniPrint Application, for network print management; Best Access Interface, for campus security; Sequoia Wireless Application, for remote purchase and ID validation; and RMS Interface, for student housing management.

Blackboard Building Blocks is an open architecture initiative which allows external partners to develop applications to integrate with any of the Blackboard platforms. Through the Blackboard Building Blocks program, Blackboard clients benefit from custom system design capabilities, innovative thinking from a broad range of experts and the ability to leverage investments in existing products by expanding their reach throughout the Blackboard system.

#### **About Blackboard Inc.**

Blackboard is a leading provider of enterprise software and services to the education industry. The Company’s product line consists of five software applications bundled in two suites, the *Blackboard Academic Suite*™ and the *Blackboard Commerce Suite*™. Blackboard’s clients include colleges, universities, schools and other education providers, as well as textbook publishers and student-focused merchants that serve education providers and their students. Blackboard is headquartered in Washington, D.C., with offices and staff in North America, Europe and Asia.

#### **About The University of Texas at Tyler**

As a component of the renowned University of Texas System, The University of Texas at Tyler continues to build on more than 100 years of higher education tradition and international recognition. The university has earned recognition for offering rigorous academic training as a four-year comprehensive university with pre-professional programs. UT Tyler offers more than 70 degree programs and has campuses in Tyler, Longview and Palestine.

Created in 1971 as an upper-division institution serving junior, senior and graduate level students, the university has been a member of the UT System since 1979. UT Tyler became a four-year university in 1997 and admitted its first freshman class in 1998. A steady increase in

enrollment has brought the university to more than 4,800 students. Plans are to double enrollment by 2010. [www.uttyler.edu](http://www.uttyler.edu)

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