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Windward School and CardSmith Launch New Windward OneCard

November 1, 2010

Los Angeles, CA - Windward School and CardSmith LLC announced today the launch of a new, multi-function ID Card – **the Windward OneCard** - for the School's students, parents, staff and other stakeholders. The enhanced ID card features a pre-paid spending account students can use to make purchases at the student store, all food service locations, and school events. Parents and students can access accounts 24/7 from a dedicated on-line account center to view transactions, add value, establish automatic allowances, and more. Windward deployed touch screen POS terminals in all dining locations. Locations hosting events now have the option to utilize wired or wireless IP terminals.

“The OneCard is an exciting new program for the School” said Steve Kierman, Director of Finance and Operations. “We wanted to implement a card program to provide an enhanced service to our parents and students and to streamline our operations. We found what we wanted in CardSmith’s managed service model. They had the systems and expertise to get us going in a matter of just a few weeks without adding systems or staff on-campus. We’re fully operational and parents and students really like the new services. By virtually eliminating cash, the Windward OneCard simplifies things both at home and at school.”

“Windward is a special institution with a culture of excellence” said Jay Summerall, CardSmith President. “We have really enjoyed working with the team there to create the new card program. It’s been a team effort that came together very quickly in late summer. We are also pleased to be building a significant customer base in the Los Angeles area, and look forward to continued expansion in California.”

About Windward:

Windward is a dynamic college-preparatory school that challenges each student to achieve excellence in a nurturing, inclusive community. Windward teachers, parents, and administrators work together to inspire our students to be responsible, caring, well informed, ethical, prepared, and well balanced young adults. To learn more, visit www.windwardschool.org.

About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, students, parents and campus service providers nationwide. The company provides the market’s only turn-key card program management solution, delivering superior capability, service and performance for less than half the cost of proprietary campus card systems and management models. For more information, visit www.card-smith.com.

CardSmith Contact:

Donna Franklin, VP Marketing & Communications

dfranklin@card-smith.com

973-224-2529