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## **Jacksonville University and CardSmith Launch New Dolphin 1Card**

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Jacksonville, Fla. - Jacksonville University (JU) and campus card service provider CardSmith are pleased to announce the launch of an upgraded and expanded Dolphin 1Card program for the JU campus community. CardSmith's SaaS transaction processing platform is replacing the campus's old card system - and bringing exciting new capabilities, services and features to JU's card program.

The multi-function Dolphin 1Card is JU's official campus ID card, and the key to a wide range of campus facilities and services, including library privileges, door access, dining plan transactions, and Dolphin Dollars. Dolphin Dollars is a pre-paid spending account that students can use at campus dining locations, the bookstore, copy machines, pay-for-print stations and more. Beginning this fall, students will also be able to use Dolphin Dollars at local businesses near the JU campus, and at the network of merchants that participate in the University of North Florida's Osprey 1Card program in Town Center and elsewhere near UNF.

Dolphin 1Card will have a new web site dedicated to the card program - [www.judolphin1card.com](http://www.judolphin1card.com) - with extensive information about the program, as well as a 24/7 secure online account center where students and "guests" can add value to Dolphin Dollars, view transactions, manage account information and more. CardSmith will also manage a toll-free customer care service with live-agent support for parents, students and other stakeholders.

"JU is very pleased to bring this upgraded service to our campus community," said Shari Stidam, network administrator. "The new Dolphin 1Card program will make our campus virtually cashless, and JU will be providing a significantly expanded and upgraded service at a significantly lower cost than if we had stayed with the system we had. The old system needed to be upgraded, but the required cost in technology and management time made it prohibitive. We really like the fact that our students will be able to use their cards at the large off-campus merchant base near UNF, and also around our campus neighborhood."

"CardSmith is very pleased to be working with Jacksonville University and the Dolphin 1Card program," said CardSmith President Jay Summerall. "The JU team is experienced and a pleasure to work with. We think this is going to be a great program. We're very excited to be expanding further in Jacksonville and leveraging what we're already doing on and off-campus with UNF."

**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](http://www.card-smith.com).

**About Jacksonville University:**

Jacksonville University was founded in 1934 in downtown Jacksonville as a junior college offering night classes. It quickly became a four-year, co-ed institution and moved to its present location in the Arlington area of Jacksonville in the early 1950s. JU combines the advantages of a liberal arts college with the strengths of an urban comprehensive university. Its academic programs and resources prepare students for success in their chosen careers and for advanced study at the graduate level. Connections with area businesses and civic organizations provide meaningful internships and educational opportunities outside of the classroom. To learn more, visit [www.ju.edu](http://www.ju.edu).

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