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*******NEWS RELEASE*******

St. John's College Launches Campus Card Program with CardSmith

June 28, 2010

Annapolis, MD/Doylestown, PA:

St. John's College and campus card solutions provider CardSmith today announced the launch of a new multi-functional campus ID program – **St. John's College 1Card** - for the Annapolis, Maryland campus. The new card will give students convenient, cashless access to campus services and locations including the Dining Hall, Coffee Shop, Bookstore, Library, and Laundry Facilities. The program will feature 24/7 on-line account access and web value transfer services as well as a dedicated toll-free cardholder support line for parents and students. All students, faculty and staff will receive a new card for the upcoming fall 2010 semester.

CardSmith's Software-as-a Service ("SaaS") campus card solution requires no servers or software on-campus, and no-dedicated staff to manage systems or operations. The College will continue to produce ID cards locally but otherwise will not dedicate facilities or staff to support the program. The multi-year agreement brings the College a comprehensive, best-in-class service at a fixed long-term price.

"This is a significant and exciting step forward for the College" said ITS Operations Manager, Anita Brown. "St. John's has never had a multi-application card and we are looking forward to providing enhanced service and convenience for our students, parents and other constituents. CardSmith's managed service is a very good fit for our campus."

"We are very pleased to be doing business with such a unique and storied institution," said CardSmith President Jay P. Summerall. "CardSmith looks forward to a long and successful partnership with St. John's College."

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 St. John's College:

The College was founded in Annapolis in 1696 as King William's School and chartered in 1784 as St. John's College. A second campus was opened in 1964 in Santa Fe. St. John's is a four-year, co-educational, liberal arts college with no religious affiliation. For more information, visit www.sjca.edu.