

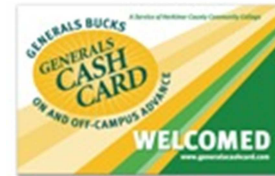


About the Generals Cash Card

- Official photo identification card for students, faculty, and staff
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and admittance to the Fitness Center and Athletic Events
- Features **Generals Bucks** – Prepaid spending account on every Generals Cash Card for cashless purchases at the Campus Bookstore and all Campus Dining Locations
- **Generals Bucks acceptance now available for Selected Off-Campus Businesses!**

Generals Bucks for Your Business!

- **Access student purchasing power**
 - Pre-paid \$\$\$ can only be spent at accepting locations on and off-campus
 - Parents and students can add value to accounts 24/7
 - Can be used to order and pay for deliveries to campus
 - Can be funded with excess financial aid for food and other college necessities
- **Increase student/parent awareness of your business**
 - Inclusion in Generals Cash Card Program marketing materials and **www.generalscashcard.com**
 - Dedicated parent deposit mailer each semester
 - In-store signage and acceptance stickers
 - Promotion of your business through special offers each semester
- **Fast and easy to start-up and manage**
 - Pre-configured card terminal delivered to your location
 - Lease or purchase terminal
 - No up-front fees or minimums
 - Automated daily settlement; monthly statement
 - 24/7 Help Desk and support
 - Optional credit card acceptance in same terminal



Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> · Acceptance Posters & Stickers · Take Ones 	<ul style="list-style-type: none"> · Prominent Signage Display · Brochure Take One Kit
Website & E-Marketing www.generalscashcard.com	<ul style="list-style-type: none"> · Official College-Branded Card Program Website · On-Line Account Center · On-Line “Add-Value” Capability · Email updates to cardholders 	Business Name, Address, and Phone Number <ul style="list-style-type: none"> · Logo and Tagline Inclusion · Hours of Operation · Delivery Instructions
Card Program Brochure	<ul style="list-style-type: none"> · 4 Color College-Branded Tri-Fold Brochure including Comprehensive Program Information · Mail and Take One Distribution 	Your Business Featured in Brochure
Parent Deposit Mailer	<ul style="list-style-type: none"> · Dedicated Mailer each Semester sent to student’s home address · Card Program Brochure 	Your Business Included in Mailing
Orientation Events	<ul style="list-style-type: none"> · Information for New Students & Parents 	Business Name Mention at Summer Orientations
Promotion of Your Business through Special Offers	<ul style="list-style-type: none"> · Features your Business each semester · Drive student traffic during your off-peak hours/days or to move excess inventory 	<ul style="list-style-type: none"> · In-Store Promotional Posters · Campus Promotional Posters · Home Page Website Feature · Online Coupon Design and Website Posting · E-mail to Opt In Cardholders

* Included at no incremental cost

Business Partner Pricing

Pricing and Fees	Amount	
Transaction Fee – Choice of Schedule	5.99% + \$0.15/Txn or;	6.49% + \$0.10/Txn
Monthly Service w/leased terminal	\$40	
Monthly Service w/purchased terminal	\$25	
Dial Up Terminal Purchase Price	\$249	
IP Terminal Purchase Price	\$325	
Bank Card Processing	Match or Beat Your Existing Rates	

To Learn More:

Visit: www.generalscashcard.com
 Or Contact: Garrett Meyers
 Email: merchants@card-smith.com
 Call: 1-877-711-9089 x2103