

For Immediate Release



Off-Campus Advantage™

The CBORD Group, Inc.

Millersville University and Off-Campus Advantage™ Launch Off-Campus Payment Program

Local merchants in Millersville were instrumental in program's launch

May 8, 2008

Ithaca, NY, and Millersville, PA—Off-Campus Advantage™ (OCA), a leader in off-campus payment services, and Millersville University of Pennsylvania, a regional public university with more than 8,000 undergraduate and graduate students, today announced the launch of the university's off-campus payment program. The program, Marauder Gold, is a community-wide project for the central Pennsylvanian town of Millersville, supported by the local merchant base and the student body.

"Opening the on-campus discretionary account to off-campus merchants is a win for the students, the local merchants, and the university," said Ken Dearstyne, Associate Vice President of Finance and Administration for Millersville University. "We worked closely with the merchants in Millersville and our students to create a blueprint for a successful program."

Partnering with OCA, Millersville gave locally owned businesses the opportunity to participate in the program before inviting merchants in neighboring communities and national chains to join. "The Millersville focus in launching Marauder Gold was to strengthen town/gown relations," said Shawn McCarthy, Vice President of Wide-Area Commerce for The CBORD Group, Inc., the parent company of OCA. "The local businesses in Millersville participated in the discussions about going off campus, enabling the university to launch Marauder Gold quickly, with a solid base of participating merchants."

The program's swift launch was also facilitated by Millersville University's ability to fully integrate the off-campus payment program into its CS Gold® card system by creating an addendum to its service provider's contract. CBORD® supplies Millersville University with a variety of compatible front- and back-of-house management solutions, which also includes Foodservice Suite® food service management software.

Millersville further personalized the off-campus program by inviting students to brand the discretionary account and create signage for participating merchants, as well as posters and mailers for the entire student body, educating them about the new Marauder Gold off-campus program. "By including student ideas and designs in our marketing plan, we tapped into a valuable resource to help drive the awareness and usage of Marauder Gold," said Elizabeth Braungard, Director of Marketing for Millersville University. "From the beginning, this program has been a model of students, administrators, and the local business community working together."

About Off-Campus Advantage, LLC

Off-Campus Advantage, LLC expands the functionality of the university-issued ID card by enabling merchants in the local community to accept it as a form of payment through its proprietary UGryd® Central Server technology. With its suite of services, Off-Campus Advantage creates fully customized programs for schools with existing off-campus vendors, as well as those taking their cards off campus for the first time. By leveraging relationships with national retailers, Off-Campus Advantage's loyalty platform rewards students with prizes for each dollar spent off campus, creating a strong revenue source for university partners. The company can be reached online at www.offcampusadvantage.com.

About The CBORD Group, Inc.

Off-Campus Advantage, LLC, is a wholly owned subsidiary of The CBORD Group, Inc. The CBORD Group serves

colleges and universities, healthcare facilities, chain restaurants, supermarkets, continuing care facilities, corporations, and a host of other market segments. CBORD's products are used in food service, catering, nutrition services, online ordering, cashless dining, campus ID card privilege control, access control, integrated security, housing services, and other institution-wide activities. The CBORD Group serves more than 6,000 clients in the U.S., Canada, Europe, South Africa, the Middle East, New Zealand, and Australia. The CBORD Group was founded in 1975. Today it employs more than 475 professionals. To learn more about CBORD, visit us at www.cbord.com.

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