



Cindy McCall Promoted to CBORD's Vice President of Marketing

September 18, 2008

Ithaca, New York—The CBORD Group, Inc., today announced that Cindy McCall, previously CBORD's Director of Marketing, has been appointed Vice President of Marketing. McCall will oversee the promotion and marketing of CBORD's entire product line, including campus and cashless card systems, food and nutrition service management software, housing and judicial process management software, and integrated security solutions.

As Vice President of Marketing, McCall's primary responsibilities will include targeting marketing efforts to the healthcare, college and university, continuing care, and corporate industries; branding the CBORD® image and name; and providing both the CBORD marketing team and clients with the support necessary to achieve their objectives.

McCall joined CBORD in 2002 as a marketing manager, and in 2005 was promoted to Director of Marketing.

"The promotion of Cindy McCall to Vice President of Marketing is a well-deserved accomplishment, and she is a welcome addition to CBORD's senior management team," said Tim Tighe, President of CBORD. "Throughout her CBORD career, Cindy has demonstrated her ability to guide our marketing efforts, and she has made great strides in fortifying our place as a leader in the industries we serve. Her leadership will greatly contribute to CBORD's positioning as a single-source provider that delivers integrated solutions to clients across all markets."

About The CBORD Group

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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