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## **Arroweye Solutions First to Bring Fully Integrated On-Demand Printing Technology to Open Loop**

*Company now a Visa Approve Card Vendor, enabling on-demand digital printing in payment card industry*

**CHICAGO (September 15, 2009)** – Arroweye Solutions (ASI) today announced its official entry into the open loop industry, with the approval to manufacture and personalize Visa payment cards as a member of Visa’s Approved Card Vendor Program. ASI joins a select list of companies that hold manufacturing and personalization status and is the first company to manufacture and print the Visa logo on-demand while simultaneously personalizing the card.

“Arroweye is thrilled to be part of Visa’s Approved Card Vendor Program and believe our experience and credibility in the closed loop space translates strongly into the open loop industry and will change the future of card manufacturing,” said Arroweye Chief Executive Officer Render Dahiya.

ASI is the only company to offer a fully-integrated process - combining front-end web-based tools for card design and customization with an on-demand production operation that consecutively prints, manufactures, personalizes, and fulfills cards all within their Visa approved, secure facility.

ASI’s just-in-time solution and digital workflow allow issuers and program managers to more closely target their market and smaller niches by offering highly customized designs without worrying about inventory costs or obsolescence. As the first Visa certified, fully-digital manufacturer, Arroweye brings several new benefits to customers in the payment card industry, including:

- **Zero inventory** – Cards are digitally composed and produced only after they’re ordered, which eliminates the need to pre-purchase mass quantities of cards and warehouse them until requested. The result is considerable cost savings and efficiency.
- **Design flexibility** – The combination of Arroweye’s web-based tools and its digital on-demand print technology, allows for limitless design options, co-branding, and cards uniquely customized for the individual - with no minimum order requirements.
- **Speed to market** – Cards are created and ordered from the web and shipped to the recipient within 24 hours or next day, in many cases. Arroweye combines all steps of the card production process into a single, automated operation.

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Render Dahiya, Arroweye CEO

“Our end goal is to give our customers the technology and manufacturing capabilities that bring their cards added relevance and puts them at the top of consumer wallets,” added Dahiya. “Being a Visa Approved Card Vendor helps us to achieve our goals.”

For more information, visit [www.arroweyesolutions.com](http://www.arroweyesolutions.com)

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### **About Arroweye Solutions, Inc.**

Arroweye is a card marketing and production partner that provides just-in-time, highly customized plastic gift, incentive and payment cards and carriers. With a unique combination of web-based design tools and on-demand manufacturing and personalization capabilities, Arroweye is the only fully-digital manufacturer of plastic within the open- and closed-loop industry. The company also provides gifting solutions, including customized greeting cards, branded card communications programs and a suite of stored value gift card solutions. Arroweye was founded in 1999 and is based in Chicago, IL.