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Arroweye Solutions Announces Partnership with GiftCardLab

Company selected as GiftCardLab's digital on-demand partner for prepaid plastic

CHICAGO (September 29, 2009) – Arroweye Solutions (ASI) today announced that it formed an official partnership with GiftCardLab.com to serve as its production partner for Visa® Gift Cards, issued by The Bancorp Bank. Under the agreement, ASI will handle production aspects, including printing, manufacturing, personalization and fulfillment.

Formed in 2007 by Card Lab Inc. to meet growing demand of customizable gift cards, GiftCardLab makes it simple for consumers and businesses to create and personalize gift cards in a one-stop shop.

"We are excited about the opportunities Arroweye presents to GiftCardLab and our customers in the incentive and rewards space," said GiftCardLab Chief Executive Officer David S. Jones. "Their innovative production process allows our customers to deliver quality, co-branded and custom card designs and premium card carriers that will set their programs apart. We couldn't be more excited to begin our partnership and give companies and individuals an opportunity to quickly create the card they want and deliver it to the recipient in a matter of one day or more."

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. Arroweye consecutively prints all card elements – including the Visa logo – and manufactures, personalizes and fulfills all within their Visa approved, secure facility.

GiftCardLab customers will benefit from ASI's enhanced product presentation that features edge-to-edge custom card imaging and premium greeting card carrier options. ASI's on-demand technology allows each and every card to be unique without any pre-manufactured inventory. Cards can be created and shipped as quickly as 24 hours.

"We believe our innovative technology and operational excellence allow clients like GiftCardLab to offer a more customized and relevant product to their customers," said Arroweye Chief Executive Officer Render Dahiya. "We're thrilled to provide a solution that gives card programs complete image flexibility to drive adoption, while creating production efficiencies through our zero inventory model."

ASI recently entered into the open loop space when it received approval to manufacture and personalize Visa payment cards as a member of Visa's Approved Card Vendor Program, joining a select list of companies that hold manufacturing and personalization status. ASI is the first company to manufacture and print the Visa logo on-demand while simultaneously personalizing the card.

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— David S. Jones, CEO, GiftCardLab

For more information, visit www.arroweyesolutions.com

The Visa Gift Card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC.

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.

About Card Lab, Inc.

Card Lab is a leading provider of innovative prepaid card programs to both consumer and businesses. Card Lab currently owns and operates GiftCardLab, Buxx.com, and PAYjr. GiftCardLab offers the industry's first design-your-own Visa Gift Card for consumers and currently supplies over 1,000 corporate clients with customized and branded incentive cards for the purposes of employee recognition, marketing promotions, customer loyalty programs, and holiday gifts. Buxx.com is a leading provider of the teen prepaid card, Visa Buxx and PAYjr.com provides financial education and payment solutions for kids. Founded in 2004, Card Lab is based in Dallas, TX. For more information visit www.GiftCardLab.com, www.Buxx.com, www.PAYjr.com or email partner@giftcardlab.com.