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Arroweye Solutions Approved to Print and Manufacture MasterCard® Payment Cards

CHICAGO (February 22, 2010) – Arroweye Solutions today announced it has received certification to print and manufacture MasterCard® payment cards. Arroweye was the first company to manufacture and print the Visa logo on-demand while simultaneously personalizing the card and now can apply the same technology to MasterCard®-branded card products. Their first client will be Service Master, beginning in March 2010.

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.

"We're excited to extend Arroweye's unique on-demand printing and manufacturing to MasterCard® payment cards," said Arroweye's Chief Executive Officer, Render Dahiya. "Adding MasterCard® capabilities to our offerings enables us to bring our on-demand solution to more of our client's product portfolio."

For more information, visit www.arroweyesolutions.com

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Render Dahiya, Arroweye CEO

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.