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Arroweye Solutions Approved to Digitally Produce Discover® Cards

Demand for customized prepaid programs on the rise: Arroweye Solutions contracts six new clients

CHICAGO (November 15, 2011) – Arroweye Solutions today announced it has received approval to manufacture and personalize Discover® cards. Arroweye was the first company to digitally print the Visa® and MasterCard® logos on-demand while simultaneously personalizing the card and now can apply the same technology to Discover-branded card products. The first clients to take advantage of this new service will be Central National Bank of Enid and Futura Card Services.

In addition to supporting Discover-branded card products as a new addition to its menu of services, Arroweye continues to lead the prepaid card industry with innovative technology advances and has recently formed new partnerships with six program managers in the open loop prepaid card industry. 1to1 Card; Berkley Payment Solutions; Central National Bank of Enid; Futura Card Services; IRN Payment Systems; and Rapid Investments Inc. (RefPay.com, RodeoPay.com, AccessFreedom.net) will each utilize Arroweye's fully digital technology platform to produce and fulfill custom payment cards and carriers on-demand.

"We're enabling our clients to react to their customers' demands by giving them access to cards and carriers that can be uniquely co-branded, something that wasn't possible before," said Render Dahiya, Arroweye Solutions CEO. "Our digital on-demand solution allows companies to bring new, customized card programs to market quickly and efficiently, without the headache of pre-purchased inventory and mass-produced designs."

"We're excited to partner with Arroweye on our card programs," said Brad Golden, President of Futura Card Services. "The flexibility and turnaround times provided by their print on demand capabilities have greatly helped us in our ability to manage our own inventory as well as meet the demands of our customers for their co-branded and custom card designs. Arroweye's unique technology allows us to meet all of our production timelines, no matter the order size, and give both our cardholders and our corporate customers a truly special product."

Arroweye's digital technology platform combines 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, MasterCard and Discover approved, secure facility. The company's just-in-time solution and digital workflow allow card issuers and program managers to serve smaller niches with targeted design options because every card is produced only when it's ordered, eliminating the needs for excess inventory. Arroweye currently uses its digital on-demand technology to serve more than 60 clients in the open-loop and closed-loop card industries.

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—Brad Golden, President, Futura Card Services

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 first fully-digital manufacturer of plastic within the open-loop and closed-loop payments industries. 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 2000 and is based in Chicago, IL. For more information, visit www.arroweye.com