



Loyalty eXchange Partners, LLC (LXP) and StorValue™ Card Solutions Connect to Help Schools Around the Country Raise Much Needed Funding.

September 2009, New York, New York—Loyalty eXchange Partner’s has announced their newest partnership with the StorValue™ Card Solutions, LLC MySchoolDebitCard™ Visa© Prepaid Card Program. LXP is parent company to schoolPAX®, an affinity marketing resource that helps schools raise sorely needed funds through everyday, routine shopping.

With this new partnership, schoolPAX® and StorValue™ will help schools across the country raise desperately needed funds to support important educational programs and extracurricular activities, emphasizing StorValue’s™ dedication to their communities and education.

Raising funds for your school is easy when using the MySchoolDebitCard™ and schoolPAX®. Once a school has registered with schoolPAX®, families simply link their MySchoolDebitCard™ with their schoolPAX® code and begin shopping! A portion of every transaction made with your MySchoolDebitCard™ Visa© Prepaid Card earns cash rewards for your school! The more you use your card, the more you earn for your school. This is the perfect way to reimburse your school with those funds lost by reduced state and federal educational budgets.

In addition to acquiring funds for their educational institutions, The MySchoolDebitCard™ provides teens and parents with valuable educational resources and benefits. Teens are given financial responsibility and skills, while receiving the freedom to spend money independently. Parents can not only monitor all transaction online or through text and email alerts, but they can also control spending by placing daily limits on their teens Prepaid Card.

“The MySchoolDebitCard™ Visa© Prepaid Card is the perfect complement to our schoolPAX® program,” states schoolPAX® CEO Alex DeMeo. “It not only helps schools raise needed funds for no cost, but also encourages parents to teach their teens valuable financial skills and responsibilities.”

The MySchoolDebitCard™ is accepted by millions of merchant’s and ATM’s worldwide, anywhere Visa© Prepaid Cards are accepted. With the MySchoolDebitCard™, monitoring and securing your funds is easier and safer than carrying cash; Visa’s zero liability clause protects its cardholders from unauthorized purchases or if your card is lost or stolen. You can even pay your monthly bills with your MySchoolDebitCard™ Visa© Prepaid Card through the MySchoolDebitCard™ “online bill pay” function within it’s cardholder site.

About Loyalty eXchange Partners, LLC (LXP)

LXP’s market-proven “Trusted Source Marketing” (TSM) channels, powered by its unique Loyalty eXchange Platform, are re-defining mass marketing. LXP systems engender strong brand loyalty and revenue growth for marketers – driven by consumer feelings for the communities, causes and organizations they care about and the influence of the “Trusted Sources” who are their stewards. LXP’s impression delivery, customer acquisition-retention and ROI results set new mass marketing benchmarks that are measurable and extensible. In-depth Trusted Source market intelligence lets businesses plan, customize and optimize multi-channel distribution of their marketing messages and offers, while Trusted Sources gain sizable, repeatable revenues that complement existing programs. For more information, visit the Loyalty eXchange Partner’s website at www.loyaltyxp.com

About StorValue™ Card Solutions, LLC

StorValue Card Solutions develops and executes co-brand, rewards and loyalty based programs and creates industry and demographic specific prepaid card solutions. For more information, please visit www.storvalue.com or www.myschooldebitcard.com. The StorValue™ MySchoolDebitCard™ Visa® Prepaid Card is issued by MetaBank™ pursuant to a license from Visa U.S.A. Inc. Funds are insured up to \$250,000 by the Federal Deposit Insurance Corporation (FDIC).

About MetaBank™

MetaBank is a federally-chartered savings bank regulated by the Office of Thrift Supervision. Meta Financial Group, Inc.® is the holding company for MetaBank, Meta Payment Systems®, and Meta Trust Company®. For more information visit www.metacash.com.

About Visa, Inc.

Visa is a global payments technology company that connects consumers, businesses, banks and governments in more than 200 countries and territories, enabling them to use digital currency instead of cash and checks. Visa has built one of the world's most advanced processing networks. It's capable of handling more than 10,000 transactions per second, with reliability, convenience and security, including fraud protection for consumers and guaranteed payment for merchants. From the world's major cities to remote areas without banks, people are increasingly relying on digital currency along with mobile technology to use their money any time, make purchases online, transfer funds across borders and access basic financial services. All of which makes their lives easier and grows economies. Learn more, www.visa.com

35 E. 21st Street, New York, NY 10010
212.213.2780 office 212.979.9390 fax
www.LoyaltyXP.com