



## **Off-Campus Advantage Introduces UGryd Central Server Technology for Odyssey PCS**

*Integration enables real-time transaction processing for universities and off-campus merchants*

Monday, August 6, 2007

**Ithaca, NY:** Off-Campus Advantage, LLC, a leading provider of off-campus payment services for colleges and universities, today announced the release of its UGryd<sup>®</sup> Central Server technology for users of the Odyssey PCS<sup>™</sup> campus card system. Odyssey PCS is a product of The CBORD Group, Inc., the leading provider of campus card systems to the college and university marketplace.

Off-Campus Advantage expands the functionality of the university-issued ID card by enabling merchants in the local community to accept it as a form of payment. The company's UGryd Central Server solution eliminates modem banks, phone lines, and other hardware on campus. UGryd technology also interfaces with CBORD's CS Gold<sup>®</sup> campus card system, providing these institutions with real-time connections between universities and merchants.

"We were glad to hear about this new integration," says Robert Dixon, Director of IT, Housing & Dining Services, University of Colorado–Boulder. "Our Off-Campus Advantage program, currently called 'Boulder Bucks,' has helped us expand the use of our Buff OneCard to off-campus merchants ranging from restaurants to salons, and from bookstores to gas stations. Better yet, our students earn points for each dollar spent on the program, which they can redeem for prizes. The Off-Campus Advantage program has proven to be a great fit for CU-Boulder."

"We are excited to offer our UGryd Central Server real-time transaction solution to the hundreds of colleges and universities using Odyssey PCS," says Shawn McCarthy, Managing Director, Off-Campus Advantage, LLC. "Whether a university wishes to enhance its existing off-campus program, or would rather outsource the program entirely, Off-Campus Advantage can provide any level of service required. We have already welcomed five new Odyssey PCS accounts to the program this summer and look forward to serving many more."

### **About Off-Campus Advantage, LLC**

Off-Campus Advantage, LLC, expands the functionality of the university-issued ID card by enabling merchants in the local community to accept it as a form of payment through its proprietary UGryd Central Server technology. With its suite of services, Off-Campus Advantage creates fully customized programs for schools

with existing off-campus vendors, as well as those taking their cards off-campus for the first time. By leveraging relationships with national retailers, Off Campus Advantage's Loyalty platform rewards students with prizes for each dollar spent off-campus, creating a strong revenue source for university partners. The company can be reached online at [www.offcampusadvantage.com](http://www.offcampusadvantage.com).

Off-Campus Advantage is a wholly owned subsidiary of The CBORD Group, Inc.

### **About The CBORD Group, Inc.**

The CBORD Group serves colleges and universities, corporations, healthcare facilities, chain restaurants, supermarkets, and a host of other market segments. CBORD's products are used in campus ID card privilege control, campus security, access control, housing services, meal plans, online ordering, food service, catering, nutrition services, and other institution-wide activities. The CBORD Group serves more than 5,000 clients in the U.S., Canada, Europe, South Africa, the Middle East, New Zealand, and Australia.

The CBORD Group was founded in 1975. Today it employs more than 460 professionals. To learn more about CBORD, visit us at [www.cbord.com](http://www.cbord.com).

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