

## **TxVia and Blackhawk Network to Co-Present Case Study at Prepaid Expo USA**

### *Session to Describe Blackhawk's Successful Implementation of TxVia's Platform-as-a-Service (PaaS) Delivery Model*

New York, NY – January 19, 2010 – TxVia, Inc., a pioneer in processing technology for network-based payment systems, today announced it will co-present a case study at the upcoming Prepaid Expo USA with Blackhawk Network on its successful 2009 implementation of TxVia's platform-as-a-service (PaaS) delivery model. The session will focus on the application of PaaS to prepaid gift card processing.

Presenting for TxVia will be Anil D. Aggarwal, chairman and CEO, and for Blackhawk Network will be Mike Blandina, group vice president and CTO.

“We're transforming electronic payments with ongoing implementations of our groundbreaking PaaS delivery model,” said Aggarwal. “We're excited to address the prepaid card industry at its largest gathering and share the tremendous benefits we've enabled Blackhawk and other clients to realize over other approaches to processing.”

With PaaS, TxVia provides its clients with highly customized and fully segregated processing platforms, allowing for ideal management of the complexities of prepaid across the various products, verticals, organizations, geographies and channels that encompass the industry.

Key takeaways of the session will include:

- How PaaS allows for redefinition of the prepaid card value chain, making obsolete the distinction between in-house and outsourced solutions,
- Positive impacts of PaaS on product and service quality, as well as platform performance,
- Readily achievable reduction in total cost of ownership (TCO) with PaaS,
- Client control and developer networks facilitated by PaaS, and
- Improvements in product manageability and configurability with PaaS.

The case study, *Client Implementation of TxVia's Platform-as-a-Service (PaaS) Delivery Model*, will be presented in the Market Focus 2 Concurrent Track to be held at the Rio All-Suite Hotel and Casino in Las Vegas, NV on Tuesday, February 23 at 9:30 am.

“TxVia is proud to be a sponsor of the 2010 Prepaid Expo USA, and has reserved Room Conga A for meetings with issuers and program managers interested in learning more about how to improve their prepaid card programs with a PaaS implementation,” said Aggarwal.