

TxVia Signs Processing Agreement with American Express Incentive Services (AEIS™)

*TxVia to Implement Platform-as-a-Service (PaaS) Delivery Model for
Leading Prepaid Program Manager; AEIS to Participate in TxVia's Payment Processing
Developer Network*

New York, NY – February 17, 2010 – TxVia, Inc., a pioneer in processing technology for network-based payment systems, today announced it has signed an agreement to provide American Express Incentive Services (AEIS™), a prepaid incentive industry leader, with prepaid processing platforms based on TxVia's platform-as-a-service (PaaS) delivery model.

“We had far-reaching requirements including multiple systems integrations to support our broad range of products and configurations,” said Russell W. Yergensen, CFO of AEIS. “TxVia's PaaS model will support current functionality of American Express merchant network, thus offering a seamless transition to our clients, merchants, and cardholders. The PaaS offering allows us to fully upgrade our current platform and product needs and positions us well for the future as we continue to evaluate new opportunities to ensure robust offerings for our clients.”

“We're delighted that AEIS—one of the top prepaid card program managers—has chosen to partner with TxVia,” said Anil D. Aggarwal, TxVia chairman and CEO. “With our PaaS delivery model, AEIS can create highly competitive prepaid offerings, leveraging its industry expertise, wide-ranging experience and tremendous client base.”

TxVia's PaaS delivery model enables clients, at their option, to take significant control of their processing platforms, as well as their product and service attributes: Clients can utilize Web-based tools—including an integrated development environment (IDE) called TxDev—to participate in our Payment Processing Developer Network to securely extend TxVia's best-in-class features and functionality and meet their end users' specific needs. With faster time to market with better payment propositions, TxVia's clients are able to increase their revenues, and can concurrently reduce their total cost of ownership and protect their intellectual property. Following launch, AEIS will become part of TxVia's Payment Processing Developer Network.

“As with many highly successful prepaid card program managers operating at significant scale, AEIS has developed many unique, competitive capabilities that make for a complex system and architecture,” said Aggarwal. “PaaS allows us to successfully deploy processing solutions into these environments, ensuring reliability and scalability, which would simply not be achievable with software-as-a-service (SaaS) or in-house software processing solutions.”

About TxVia, Inc.

TxVia offers the most advanced processing technology for network-based payment systems. Our solutions encompass fully integrated, end-to-end issuing, acquiring and network processing for a range of payment products including prepaid, debit, credit and hybrids. TxVia's solutions have been deployed extensively in prepaid, where the complexity of the product line and diversity of the value chains require highly customized processing platforms. As the only mass provider of custom solutions, we're modernizing electronic payments by offering unparalleled product and

service quality, product manageability and configurability, platform performance and operations, client control, and cost savings. Our clients, which include some of the largest payments companies, realize significant scalability, reliability, time-to-market, economic, security and other benefits, overcoming the risks and product and service degradation often associated with other processing options.

We pioneered the platform-as-a-service (PaaS) delivery model for network-based payments as an outgrowth of software-as-a-service (SaaS). With PaaS we rapidly and cost-effectively create highly customized and fully segregated processing platforms for our clients. This approach best manages the ever-increasing complexities of payments across the various products, verticals, organizations, geographies and channels that encompass the industry. With our PaaS delivery model, clients can outsource processing to TxVia completely or bring all or a part of their requirements in-house, allowing them meaningful control over their processing--from functionality and release timing to infrastructure and service levels. Regardless of the configuration, PaaS users do not share a platform with other organizations and products, and are able to redefine the payments value chain to their specific needs.

About AEIS

AEIS, a wholly-owned entity of Maritz Holdings Inc., is an authorized issuer and reseller of American Express prepaid products. AEIS provides business-to-business reward solutions including stored-value cards, American Express[®] Gift Cheques and Web-based reward management. Its products address a broad array of applications such as employee reward and recognition, sales incentives and consumer promotions while helping clients drive consumer and employee behaviors, build loyalty and increase brand awareness. AEIS is headquartered in Fenton, Mo. and is a licensee of U.S. Patents 5,689,100 and 5,956,695 and Canada Patent 2,215,969. For more information, please contact Catherine McDonald at 636-226-2039, prmanager@aeis.com, or visit www.aeis.com.

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