

## **TxVia Signs Processing Agreement with Univision Communications for Prepaid Cards**

*TxVia Implements Platform-as-a-Service (PaaS) Delivery Model for Leading Spanish-Language Media Company Serving the Rapidly Growing Hispanic Population in the U.S.*

New York, NY – February 19, 2010 – TxVia, Inc., a pioneer in processing technology for network-based payment systems, today announced it has signed an agreement to process gift cards and general purpose reloadable cards for Univision Communications Inc. with its platform-as-a-service (PaaS) delivery model.

“We are thrilled to be working with Univision, which serves as a trusted partner to the Hispanic population in the U.S., providing information and entertainment as well as an important voice to the community,” said Jonathan A. Weiner, EVP, Product and Managed Services for TxVia. “As their programs scale and positively impact the lives of many people, we’re confident that the entry of Univision into prepaid will be considered a watershed event in financial services.”

The Univision Prepaid MasterCard Card® (Tarjeta Univision MasterCard Prepagada®), which will be available nationally in 2010, and the Univision MasterCard Gift Card® (Tarjeta de Regalo Univision MasterCard®), which is available at [www.Univision.com/TarjetaDeRegalo](http://www.Univision.com/TarjetaDeRegalo), are issued by The Bancorp Bank pursuant to license from MasterCard International Incorporated. The Bancorp Bank; Member FDIC. MasterCard is a registered trademark of MasterCard International Incorporated.

### About TxVia

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.

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