



Press Release

For Immediate Release

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OneBridge Adds ShoppingFLING Merchant-Funded Rewards

A New Component of Point2Point Rewards Program

INDIANAPOLIS (February 16, 2011) - OneBridge, a credit and debit card processor for financial institutions nationwide, today announced the addition of ShoppingFLING, an online shopping portal, to its Point2Point Rewards program. OneBridge clients' cardholders who participate in Point2Point Rewards can earn bonus points for merchandise, travel or gift cards and discounts good at 150,000+ retail locations nationwide.

"We are excited to add this valuable program enhancement in partnership with RewardsNOW," said Nancy Linxwiler, OneBridge V.P. Product Management. Linxwiler explained that ShoppingFLING offers additional benefits to cardholders, including the ability to redeem points for dining, entertainment or utilities; access to daily deals and auctions; and helpful user experience features such as zip code search and mapping of retailer locations.

ShoppingFLING is the latest enhancement to OneBridge's already robust Point2Point Rewards loyalty program. Point2Point is a turnkey credit and debit card loyalty program that offers cardholders an array of redemption opportunities including travel, gift cards, merchandise, charitable giving and cash back. Cardholders can access their rewards accounts and redeem points through an easy-to-use website or by calling the call center toll-free. The program is simple for card issuers to implement and comes with predesigned marketing materials.

About OneBridge

OneBridge provides financial institutions nationwide with comprehensive card processing solutions to help them maximize the value of their in-house credit, debit and ATM programs. With dynamic authorization options, effective risk management, competitive rewards programs, and an anywhere, anytime back-office interface, OneBridge is focused on helping institutions gain control of their card programs.

OneBridge is headquartered in Indianapolis. *One* signifies a single, trusted source of knowledge, and *Bridge* represents connections and opportunities. For more information, visit us at www.onebridge.com.

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