



NEWS RELEASE



Carnegie Mellon University Integrates Student Advantage National Discount Program on University ID

Program will be available to Carnegie Mellon's 10,000+ students in Fall 2007

Wednesday, February 28, 2007

Boston, MA: Carnegie Mellon University recently contracted with Student Advantage® to launch the University ID Program. This partnership enables Carnegie Mellon to increase student service offerings by adding the Student Advantage Discount Program directly onto the ID+ Card.

As an avid CS Gold® customer, Carnegie Mellon updated their CS Gold interface to issue the ID+ Card with Student Advantage with little disruption to their current process. Impressed with the integration, Josh Frederick, Manager of the Carnegie Mellon Card Office states, "With a simple click of a button, we are now able to generate a Student Advantage number, print it on the student's ID card and give them the opportunity to save immediately with participating discount partners."

For over a decade, Carnegie Mellon students have been enjoying exclusive Student Advantage savings, along with other Pittsburgh students. Now with this new partnership, students have the opportunity to add four years of Student Advantage directly onto the ID+, allowing Carnegie Mellon students the convenience of carrying only one card to save and access various campus facilities and services.

"We have been considering the Student Advantage ID program for over a year. Over 300 of our students already carry Student Advantage Cards. Incorporating it onto our ID card was the next logical step for us to capitalize on a program our students already use and enjoy" said Tim Michael, Carnegie Mellon's Assistant Vice President for Campus Services.

Schools interested in participating in the University ID program should visit studentadvantage.com (and click on "For Universities") or contact Student Advantage at 617.912.2011.

About Student Advantage

Student Advantage, LLC is a leading discount service focusing on the higher education market. Student Advantage works with hundreds of colleges, universities, campus organizations, and corporate partners, and more than 20,000 discount locations to develop products and services that drive value, savings, and convenience - enabling students to make purchases less expensively around campus, across the country, and online. The company reaches its consumer base offline through the Student Advantage Discount Card and online through its www.studentadvantage.com website.

About Carnegie Mellon University

Carnegie Mellon is a global research university of more than 10,000 students and more than 4,000 faculty and staff, recognized for its world-class arts and technology programs, collaboration across disciplines and innovative leadership in education.

About Sterling Investment Partners

Sterling Investment Partners, based in Westport, Connecticut, invests in companies with significant competitive strengths and growth potential. Sterling Investment Partners has \$1.0 billion of equity capital under management which includes a significant investment from Sterling's four Managing Partners. Sterling has completed investments, strategic or add-on acquisitions, and liquidity events with an aggregate transaction value in excess of \$6 billion, representing approximately 75 companies.

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