



FOR IMMEDIATE RELEASE

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Optimum Card Solutions, LLC (OCS) is pleased to announce that long-time paper gift card specialist Jim Moriarty has joined the company and will serve as its President.

Mr. Moriarty, a veteran of PBM Graphics, now a division of RR Donnelley, was instrumental in generating the initial interest from retailers to transition their gift card products and programs from PVC to paper. Jim also worked alongside many paper manufacturers consulting, testing and assisting in the development of engineered papers and performance products retailers would come to be familiar with for their cards. Helping to define the commercial success and criteria was germane to establishing a new substrate that was the “New Environmental Standard” for gift cards. As these products have evolved, so has the technology evolved to manufacture them and OCS has positioned itself to lead in this endeavor.

It is a bit of a homecoming for Jim as he was the catalyst for OCS’s patented solution for producing paper gift cards. A disruptive technology, it reduces the number of steps it takes to make cards from six to one. OCS is known for their unique production techniques and the lowest carbon footprint in the world for making transaction cards. Jim commented, “My passion has been helping move the needle to better our environment and move cards from plastic to paper. Almost a decade ago, I recognized the positive impact a paper gift card could make to our environment and inevitably to the overall world – one card at a time.” He added, “Initially we partnered with OCS - we made the cards and they managed and applied the data. Once OCS developed their technology, I knew it was only a matter of time before we were not able to compete. I’m ready to take them to the next level.”

Although OCS still assists plastic card retailers, they are proud of the fact that since the inception of their patented paper card making technology they have prevented more than 1,500 tons of plastic from hitting U.S. landfills.

About Optimum Card Solutions

Optimum Card Solutions is a leading full-service provider and manufacturer of paper cards and complimentary packaging for transactional cards. Retailers, processors and companies that require card products and services leverage Optimum Card Solutions’ unique offerings to meet their needs. Complete “Full Circle” of services include, Card Manufacturing, Card Package Manufacturing, Secure Packs, Multi Packs, Design Consultation, Fulfillment, Full Service B2B, Internet, and Store Distribution.