



® Powering Travel Payment

---

## **UATP SIGNS DEAL WITH STORED VALUE SOLUTIONS** *Focuses on Bringing Prepaid Cards to the Airline Sector*

**Washington, DC** – Universal Air Travel Plan, Inc. (UATP) today announced a partnership with Stored Value Solutions (SVS), a leading provider of custom gift card solutions for prepaid cards, loyalty and B2B applications. The new partnership will focus on supplying gift cards to the global commercial airline community.

“UATP is continuing its expansion by utilizing our connectivity to the airlines; by partnering with SVS, we are able to focus on consumer demand for alternative forms of payment within the airline space,” said Ralph Kaiser president and CEO, UATP. “The gift card sector is a growing payment mechanism; the UATP - SVS partnership provides a solution to the airlines so that they can quickly offer gift cards to the buying-public through existing connections to UATP.”

Airlines will be able to utilize the expertise of SVS, offering a myriad of solutions to the buying public and using the power of stored value to build brands, generate incremental sales, capture new sales opportunities and forge stronger customer relationships. The airlines will be able to brand the gift cards, making the solution a part of overall strategic objectives for growth.

“Gift cards offer the public an easy and seamless way to purchase travel while reducing the risk of fraud,” said Tom Recktenwald, executive vice president and managing director, Stored Value Solutions. “By partnering with UATP, airlines will be able to offer stored value solutions to the public quickly, gaining speed to market for maximum profitability.”

For more information, visit <http://uatp.com> or [www.storedvalue.com](http://www.storedvalue.com)

### **About UATP**

UATP accounts are accepted as a form of payment for corporate business travel by airlines and travel agencies worldwide. UATP accounts are issued by: Aer Lingus, Air New Zealand, American Airlines (NYSE: AMR), Austrian Airlines, Continental Airlines (NYSE: CAL), Delta Air Lines (NYSE: DAL), Japan Airlines (Pink sheets: JALSY.PK), Northwest Airlines (NYSE: NWA), Qantas Airways, Ltd., United Airlines (Nasdaq: UUA), and US Airways (NYSE: LCC). AirPlus International issues the UATP-based Company Account for: British Airways (Pink sheets: Bairy.pk), Continental Airlines (NYSE: CAL), and Lufthansa German Airlines.

**Press Contact: Wendy Ward + 1 202 626 4077 [wward@uatp.com](mailto:wward@uatp.com)**

1301 Pennsylvania Avenue, NW • Washington, DC 20004 -1707 • Phone + 1 202 626 4225 • Fax + 1 202 626 4242

Beijing • Geneva • Houston • Los Angeles • Miami  
Sao Paulo • Singapore • Washington, D.C.

[uatp.com](http://uatp.com)



® Powering Travel Payment

### **About Stored Value Solutions**

Stored Value Solutions provides custom gift card solutions for prepaid cards, loyalty and B2B applications for a diverse set of clients including retailers, airlines, casinos and e-tailers. As a leading provider of magnetic stripe gift cards, Stored Value Solutions serves six of the top ten U.S. retailers and annually processes one billion transactions for 600 clients and their 580 million cardholders. In 2006, Stored Value Solutions acquired HQ Gift Cards, a provider of gift card mall programs that provides management operation services for over 200 malls nationwide. Stored Value Solutions is based in Louisville, KY, employs more than 400 people, and is owned by Minneapolis-based Ceridian Corporation. [www.storedvalue.com](http://www.storedvalue.com)

### **About Ceridian**

Ceridian Corp. is a business services company that helps its customers maximize the power of their people, lower their costs and focus on what they do best. The company's suite of innovative managed human resource solutions includes payroll and compensation, employee benefits administration, staffing, compliance, HR administration and Employee Assistance Programs (EAP), work-life and health and productivity solutions. Ceridian serves businesses and employees in the United States, Canada and Europe. For more information about the human resource outsourcing company's comprehensive array of solutions, visit [www.ceridian.com](http://www.ceridian.com) or call (800) 729-7655. Through its Comdata and Stored Value Solutions (SVS) subsidiaries, Ceridian is a major payment processor and issuer of credit cards, debit cards and stored value cards, primarily for the trucking and retail industries in the United States. [www.ceridian.com](http://www.ceridian.com)

###

**Press Contact: Wendy Ward + 1 202 626 4077 [wward@uatp.com](mailto:wward@uatp.com)**

1301 Pennsylvania Avenue, NW • Washington, DC 20004 -1707 • Phone + 1 202 626 4225 • Fax + 1 202 626 4242

Beijing • Geneva • Houston • Los Angeles • Miami  
Sao Paulo • Singapore • Washington, D.C.

[uatp.com](http://uatp.com)