



PartnersFirst Launches University of Nebraska Affinity Credit Card Program

WILMINGTON, DE (August 5, 2009) — PartnersFirst Affinity Services (www.partnersfirst.com), announced today that the University of Nebraska Alumni Association has selected PartnersFirst as the issuer for the all new **Husker Rewards Visa® Credit Card**.

PartnersFirst worked closely with University of Nebraska Alumni Association to develop a new breed of customized credit card program to satisfy the enthusiasm of its alumni and fans, featuring a comprehensive and unique rewards program. While other card issuers are standardizing their affinity card programs and raising rates and fees, the Nebraska Alumni Association chose PartnersFirst because it is a responsible card provider that will put the needs of the Association's constituents first.

“We want to provide the best possible product – one that will responsibly serve the need of our alumni and friends and offer some never-before available unique Husker experiences as part of a brand new rewards program,” said Diane Mendenhall, Executive Director, Nebraska Alumni Association. “We are extremely excited about the PartnersFirst program which offers meaningful benefits to all our various audiences.”

“Earning this partnership with the Nebraska Alumni Association is proof positive that our company offers a better product to affinity groups and their members.” said Hal Erskine, President of PartnersFirst. “The Husker Rewards card program is a clear demonstration of our leadership in a challenging environment.”

The rewards program will offer a choice of 1% cash back, travel on any air carrier with no blackout dates, exclusive University of Nebraska sporting memorabilia, VIP experiences, or merchandise and gift cards from major retailers. The program will have no late or over limit fees, and no annual fee.

To apply, visit: www.huskerrewards.com

About the University of Nebraska Alumni Association: The University of Nebraska Alumni Association was founded in 1874 and serves the flagship Lincoln campus of the University of Nebraska to promote connections, school spirit, and the advancement of the university.

About PartnersFirst: PartnersFirst Affinity Services provides full service credit card issuing and management services to affinity groups, banks and credit unions across the United States. PartnersFirst services more than 50 affinity partners and their members who have strong credit scores and a history of paying their bills on time.

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