

## **Giving Water Buffaloes Away Instead of Tchotchkes at Trade Shows Gives Earth Day New Meaning for 3Delta Systems**

*Winners of 3DSI Water Buffalo Awards Say Helping Poor Families Help Themselves and the Environment  
through Training in Sustainable Farming Makes a Lasting Difference*

Chantilly, VA – April 22, 2008 – Instead of dispensing logoed pens or other promotional trade show trinkets that often wind up in landfills, online credit card payment solutions leader 3Delta Systems, Inc. (3DSI) is using a far more sustainable giveaway at industry conventions where the company is exhibiting this year – donations in the name of its prize winners toward the purchase of water buffaloes for poor families in underdeveloped countries through nonprofit Heifer International.

“Our company believes in socially responsible giving that makes a difference in people’s lives and protects the earth’s resources for future generations,” said Aaron Bills, co-founder and chief operating officer of 3Delta Systems. “Heifer International has been providing livestock and training in sustainable farming to millions of impoverished families in developing nations so that they can become self-reliant for their own food and income. These families also ‘pass on the gift’ by donating their animal’s offspring to another family, thereby creating a network of self-reliance. It’s a cause that helps needy families help themselves and, at the same time, protects and improves rather than depletes the environment.”

“At every industry convention where we’ve given away a water buffalo donation, winners appreciate both the significance of their prize and the opportunity to express their social responsibility,” Bills added.

Karen E. Dolyniuk, a treasury operations manager at Pinnacle West Capital Corporation in Arizona, had never won anything at a trade show before last week’s water buffalo drawing at the National Association of Purchasing Card Professionals (NAPCP) annual conference.

“The fact that Heifer International is helping needy folks around the world feed their families is pretty cool. I was familiar with their mission because of holiday catalogs I’d received in the mail, and I had always thought it’d be great to give a gift of goats or bunnies or other animals, but I never did – until now. When people at my office learned I’d won this award, many of them purchased animals, too, and made a family event of it. This is a wonderful way to help us all become more aware of what others don’t have in the world.”

Earlier this year, 3Delta Systems donated the equivalent of three water buffaloes during the NAPCP and the RSA Conference 2008 shows. 3DSI will conduct similar drawings in Booth 101 at NACHA's Payments 2008 Conference May 18-21 at the MGM Grand Hotel in Las Vegas and in Booth 235 at the annual conference of the Association for Financial Professionals (AFP) at the Westin Bonaventure Hotel in Los Angeles October 19 – 22.

3Delta Systems has also created an online Team Heifer registry so that colleagues, friends and family can join 3DSI in "buying" gifts of animals for needy families around the world. To learn more, visit [www.3dsi.com/waterbuffalo](http://www.3dsi.com/waterbuffalo).

For more about Heifer International, visit [www.heifer.org](http://www.heifer.org)

*Note to Editors: High-res photos of water buffalo award recipients are available on request.*

### **About 3Delta Systems®**

3Delta Systems, Inc. ([www.3dsi.com](http://www.3dsi.com)) is a payment solutions company that delivers the power of secure, Internet-based purchase and credit card processing solutions to enterprise, business-to-business and business-to-government customers. 3DSI's complete suite of payment solutions – each designed from the ground up to be scalable, easy to implement and conform with PCI Data Security Standard best practices – enables merchants and buyers to manage, authorize and settle payment transactions in real time. As a leading software-as-a-service provider, 3DSI processes more than 5 million payment transactions worth more than \$5 billion for over 2,500 corporations and government institutions each year.

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