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FOR IMMEDIATE RELEASE

**MULTI SERVICE CORPORATION LAUNCHES eVIVA
CUSTOM CONSOLIDATED BILLING SOLUTION BUILDS LOYALTY AND MAXIMIZES SALES**

OVERLAND PARK, KS – October 8, 2007 – Multi Service Corporation (MSC), a global transaction management company providing billing and payment solutions, announced the launch of an innovative product designed to help manufacturers better meet the procurement needs of customers. eVIVA is a made-to-order, full-service product that enables manufacturers to customize consolidated billing and reimbursement solutions for their customers and dealers. Manufacturers that implement eVIVA can issue customers charge accounts or private label cards for use within their dealer networks.

Until recently, consolidated billing and reimbursement solutions of this nature required annualized program volumes of hundreds of millions of dollars. Powered by MSC, eVIVA has made this requirement obsolete. “Consolidated billing and dedicated credit lines make it more convenient for customers to purchase from a particular brand of dealers,” said Mark O’Connell, President of MSC. “eVIVA enables manufacturers of most any size to realize the benefits of increasing convenience for customers. It levels the playing field.”

With eVIVA, manufacturers can offload credit risk for customer purchases, enforce not-to-exceed pricing throughout entire dealer networks, guarantee on-time reimbursements for dealers, promote incremental sales, and create their own loyalty and rewards programs for customers and dealers.

eVIVA is available now and can be implemented within weeks. For more information about eVIVA, visit www.myeviva.com.

**Multi Service Corporation launches eVIVA
Add 1**

About Multi Service Corporation

Multi Service Corporation (MSC) is a global transaction management company specializing in billing and payment systems, with an emphasis in the transportation industry. Founded in 1978, MSC currently processes transactions in 200 countries in a variety of currencies and languages. The company's services include private label and proprietary card programs, loyalty and prepaid card solutions, and bankcard and Purchasing Card processing. Headquartered in Overland Park, Kansas, MSC also has offices in Australia, The Netherlands and Mexico. For more information, visit www.multiservice.com.

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