



BILL SMARTER. SELL MORE.

Contact: Jenny Prater
Telephone: 913-663-9513
Cell Phone: 816-853-1130
Email: jtprater@multiservice.com

FOR IMMEDIATE RELEASE

eVIVA AT THE WORK TRUCK SHOW® 2008, BOOTH 3771

OVERLAND PARK, KS – January 25, 2008 – Multi Service Corporation (MSC), a global transaction management company, will unveil eVIVA, its most recent innovation, at North America's largest work truck event this February. Specifically for original equipment manufacturers (OEMs) that sell through dealerships, eVIVA is a unique consolidated billing solution designed to grow aftermarket parts sales.

Using eVIVA, an OEM can offer fleet customers consolidated billing, guaranteed, not-to-exceed dealer pricing, and credit lines that can only be used within its dealer network. eVIVA makes it more convenient for fleet customers to purchase from a particular brand of dealer. As a result, eVIVA grows aftermarket parts sales and brand loyalty among fleets.

Providers typically require hundreds of millions of dollars in annualized billings to develop consolidated billing solutions similar to eVIVA. eVIVA eliminates this requirement, making it feasible for OEMs of most any size to extend fleets consolidated billing and other related conveniences. eVIVA can be implemented for an OEM within a matter of weeks.

To learn more about eVIVA, visit booth #3771 at The Work Truck Show 2008, February 26th through 28th at the Georgia World Congress Center in Atlanta, Georgia, or visit www.myeviva.com.

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. MSC processes transactions from 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.

###