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DEBIT DESIGN TECHNOLOGIES ANNOUNCES FORMATION OF STRATEGIC PARTNERSHIP WITH SLANT MEDIA GROUP, LLC.

ATLANTA, GA February 26, 2009 – Atlanta based **Debit Design Technologies, Inc.** and **Slant Media Group, LLC** of Utah today announced the formation of a Strategic Partnership to co-market a Local Card and Gift & Loyalty Card technology to merchants and consumers in the United States via Slant Media Group's fast growing **Local Card System Network**. The combined technology from both companies solves many of the age old problems merchants have had with skyrocketing marketing and advertising costs, while providing local consumers a much easier way of saving money without all the hassles associated with clipping coupons or hunting for deals in the newspaper or mail.

Ten years ago, Debit Design Technologies launched its pioneering, pc-based **GiftTran™** Gift & Loyalty Card Software giving merchants a more powerful and much less expensive alternative to the credit card terminal based technologies which are riddled with fees. According to **V.P. Sales, Robert Hartman**, "Our new **GiftTran™ MS** Software is a continuation of that enduring commitment to reduce merchant costs while providing consumers with quick and easy ways to take advantage of local merchant discounts and promotions. Combining our new **GiftTran™** technology with Slant Media Group's **Local Card System** and their successful 20-year track record in merchant-to-consumer marketing was a perfect fit for both companies... especially in this tough economy where merchants are trying to inexpensively increase their traffic and consumers are trying to save money wherever possible."

Glenn Cogan, President and CEO of Slant Media Group said, "We've developed several business marketing products over the years, but none has been so well received or had so much early local attention and great press as our **Local Card Program** has. The first city launch was Park City, UT in early January '09 and it was a tremendous success." Cogan

added, “In a troubled economy, any time one can develop a cost saving consumer-to-merchant direct marketing program like this with so many great benefits on so many levels, for businesses as well as consumers alike, something very great has been accomplished that can stimulate the economy of whole cities – it’s win - win!”

The *GiftTran™ MS* Software allows technology based marketing companies like Slant Media Group to create merchant networks where just one card can be used by consumers nationwide to obtain cash-back rewards, loyalty points, and promotions or be used as a gift card at any of the participating merchants. Using the software, Slant Media can also conduct ongoing marketing and promotions for their merchants. For example, a merchant wants to run a promotion next weekend but wants to aim it at consumers who haven’t been in their establishment in over 90 days. Slant Media can send out a targeted e-mail to those cardholders informing them that they have just received \$10.00 in promotional monies on their magstripe card to be used at any particular merchant.

Commenting on their exciting new partnership, Cogan said “The combination of Debit Design’s powerful card-based technology, our proven merchant-to-consumer marketing expertise and the software that we’ve developed to back it will provide a much needed solution to the woes of merchants and consumers alike”.

Slant Media Group has already created a network of over 200 merchants in Park City, UT where over 5,000 consumers registered for, and are utilizing the “Park City Local Card” since January (see www.parkcitylocalcard.com). Slant Media Group is now setting up networks in Santa Barbara, CA [www.santabarbaralocalcard.com], Vail, CO [www.vaillocalcard.com], Aspen, CO [www.aspenlocalcard.com], and Palm Springs, CA [www.palmspringslocalcard.com]. Future plans include setting up additional networks in Laguna Beach, Newport Beach, Redondo Beach, and Manhattan Beach CA, Whistler, Boulder, Sun Valley, Jackson Hole, Tahoe and many more are slated

Debit Design Technologies, Inc. (www.debitdesign.com) has been the pioneering force in providing fee free gift & loyalty card software technology to domestic and international merchants. Established in 1999 and based in Atlanta, GA, Debit Design leads the way in developing the most cost-effective solutions to help merchants reach and retain their customers.

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