



ATTN: EDITOR

FOR IMMEDIATE RELEASE

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STUDENTS SAY NO TO PAPER RECEIPTS

New eco-friendly option of electronic receipts available to on-campus shoppers

Atlanta, Ga. (June 08, 2009) – TransactionTree™ is excited to announce the debut of its breakthrough paperless receipt service at The Stanford Store, the student run apparel store for Stanford University in Palo Alto, CA. Shoppers now have the option to receive their Stanford Student Store receipt sent directly to their email account.

TransactionTree's "greenovative" e-receipt solution is available to all Student Store shoppers as a seamless step in the check out process. The enrollment process for a customer is a quick few punches of the keyboard while checking out. No personal payment information, such as credit card numbers, is ever retained, and email addresses will never be given to outside parties.

"As the Student Store, students constantly encourage us to stand for the issues that matter to the student body. Sustainability is always at the forefront of this discussion," says Bennett Hauser, Managing Director of the Stanford Student Store. "We are thrilled to report that we now offer email receipts to all our customers by working with Transaction Tree. We hope that this will be the first step not only for us, but for all businesses on Stanford's campus."

The simple act of choosing an e-receipt enables the student, the store and university to support environmental retail practices by eliminating the use of thermal receipts paper, a non-recyclable material, which ends up slowly decomposing in landfills for hundreds of years.

"Many environmental initiatives got their start within the walls of Stanford University," says Jason Shapiro, TransactionTree CEO. "We are honored to have the opportunity to bring our e-receipt service to The Stanford Student Store and all university students. Now more than ever, people are looking for little things they can do to help the environment, and by choosing an electronic receipt it is one simple way they can help save our planet one transaction at a time"

Paperless receipts are a customizable solution that all retailers can offer to their customers. Within this high-tech, high-touch retail market, it is the goal of TransactionTree to improve existing retail systems by utilizing modern technology and trends to innovate, cut costs, and set the bar for sustainable market standards.

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2- Students Choose E-Receipts

For further information about TransactionTree, please contact Edie Damann 888-803-9990 or visit www.transactiontree.com.

About TransactionTree

TransactionTree™ is an innovator in the area of electronic receipt technology by providing an advanced yet simple solution to retailers that replaces the antiquated ink and paper receipt system. Paperless receipts are a customizable solution that retailers can provide to consumers additionally allowing the retailer to instantly capture and send purchase information. Within this high-tech, high-touch retail market, TransactionTree™ also has the ability to aid retailers in exceeding current environmental standards to become a “Greener” company. Our goal is to improve the human experience by using current technology and trends to innovate, cut costs, and set market standards. Through continued focus on environmental impact, our team will partner with our retail clients to save the planet one purchase at a time.

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