

Memo #2

To: Member of the Oakland City Finance and Management Committee
Cc: Office of the City Clerk
From: SF Mexico Services, LLC (DBA SF Global)
Date: 10/22/2010
Re: Mr. Riles' submission titled, "OCCIC Follow-up Point with Veritec's Answers".

Although Mr. Riles did not present our company with the opportunity to respond to the questions he asked of Veritec, SFG would like to make the following clarifications regarding the information presented in the document titled, "OCCIC Follow-UP Point with Veritec's Answers".

- i. The information presented by Veritec regarding the technical workings of adding local benefit programs to debit cards is standard industry information, underscoring no differences between SFG and Veritec's technical capabilities.
- ii. Regarding question #2: we would like to clarify that SFG can program local benefits programs directly on the card. Additionally, local merchants who wish to offer their customers an extra discount simply by having customers show their cards, are able to do so.
- iii. Regarding question #9: SFG has a partnership with a merchant processor. Through our partnership SFG developed a load application, which allows customers to load cash on their cards at a lower cost when compared to "Visa Readylink"-the load application used by Veritec. SFG's load fee is \$2.95. On the other hand, Veritec's load fee is between \$3.95 and \$4.95

Sincerely,



Elias Enciso
Director, Business Development
SF Global Group