Novo Dia Group to Develop iPhone Multi-Payment Processing Solution for EBT WIC

NDG Mobile Market™ will enable farmers markets in Michigan to process WIC EBT CVB, plus credit and debit transactions.

Austin, TX - April 12, 2010 - Novo Dia Group (NDG), in coordination with the Michigan Women, Infants and Children (WIC) Program, has announced a pilot project to develop the first iPhone solution in the country to support the Electronic Benefit Transfer (EBT) WIC program for the purchase of fresh fruits and vegetables. The new application, called NDG Mobile Market™, allows authorized farmers markets to process WIC EBT Cash Value Benefit (CVB) transactions. In addition, the iPhone solution will enable these vendors to process credit and debit transactions.

NDG Mobile Market™ will support the Michigan WIC EBT Program, recently named “Project of the Year” by the Electronic Funds Transfer Association. This farmers market project began in 2009 when the Michigan WIC EBT Program recognized the need to improve their clients’ access to fresh produce available at various farmers markets across the state.

With these goals in mind, the solution being developed by the NDG Mobile Market pilot project is designed to provide the following benefits for vendors and WIC clients:

• Greater payment flexibility with a choice of WIC EBT benefit cards, cash, debit or credit transactions.
• Support for approved farmers markets to provide WIC clients with the option to use their WIC EBT card for CVB.
• Increased payment efficiency for both the state and the farmers market vendors.
• Improved payment options for farmers markets through the ability to use the multi-purpose iPhone where a dedicated terminal device is not available.
• Support for WIC EBT CVB transactions in accordance with USDA regulations.

“We’re proud to help provide the next generation of technology solutions for the WIC community,” said Josh Wiles, Senior Partner of NDG. “We look forward to finding new ways our solutions can address the unique needs of today’s government agencies and the clients they serve.”

Mr. Wiles added that NDG Mobile Market™ will be exhibited at the National WIC conference, May 2-5, 2010, in Milwaukee, WI.
About Novo Dia Group
Novo Dia Group (NDG) is a full-service software development firm based in Austin, Texas, that specializes in bringing best-of-breed solutions to all stakeholders in the Health and Human Services industry. Consisting exclusively of senior level staff, NDG offers significant expertise in the design and implementation of processing systems for the Women, Infants and Children (WIC) program, the Supplemental Nutrition Assistance Program (SNAP) and debit transactions. NDG also provides integrated solutions for case management and eligibility systems. For additional information about NDG, visit www.novodiagroup.com.

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