

DOUGLAS HARDMAN
CEO
3615 Superior Ave
#4403C
Cleveland, OH 44114
(TEL) 216-867-0877 x:3525
(EMAIL) dh@sparkbase.com



SPARKBASE

FOR IMMEDIATE RELEASE

SparkBase Launches GetYourBalance.com

Easy to Use Web Site Lets Customers Track Gift and Loyalty Balances in Real-Time

CLEVELAND – March 18, 2009 – SparkBase (www.sparkbase.com), a rapidly growing processor of private label stored-value programs, today announced that it has launched the first of its kind portal for end-users to track multiple gift card and loyalty balances.

GetYourBalance.com is a new tool offered by SparkBase, which enables cardholders to see real time balance information and manage all of their gift cards in one location. Free to SparkBase ISOs and merchants as well as their cardholders, GetYourBalance.com also allows the merchant to gather additional information about their customers.

CEO Douglas Hardman explains, "If a merchant has 2,000 cards in the wild, they often don't know anything about the cardholders. With SparkBase, when cardholders register, a merchant can get their contact information and use other SparkBase tools like SMS messaging or e-mail campaigns, to drive business to their store.

While SparkBase offers API tools that allow ISOs and merchants to create a balance and registration portal on their own site, they understand that smaller businesses don't have the budget to buy these tools. SparkBase's GetYourBalance.com is free and lets merchants use it as their own. "We've developed this site to help our ISO customers. It's not about plastering our logo everywhere." said Hardman.

"This is just another example of SparkBase's commitment to being the technology leader in stored-value." continued Hardman "We're all about giving our clients great tools to manage their business. It's our network, but their customers."

About SparkBase

Since 2004, SparkBase has been the technological leader for the processing of private label gift and loyalty card programs. Headquartered in Cleveland, OH, SparkBase processes millions of transactions annually for merchants in five countries. SparkBase uniquely offers its client the ability to private label stored-value programs on a state of the art network, without involving a middleman. SparkBase's innovative business model and robust network have contributed to its growth of more than 150% annually. For more information, please visit sparkbase.com.