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**SPARKBASE**

**FOR IMMEDIATE RELEASE**

## **SPARKBASE ANNOUNCES VERSION 3.0**

*Technology leader releases latest private label gift & loyalty network*

**CLEVELAND – April 17, 2009 – SparkBase (www.sparkbase.com)**, the industry leader in private label stored value processing, announces version 3.0 of its software suite. New functionality includes a completely redesigned user interface, enhanced SMS text messaging and email marketing, and an on-line card designer. An enhanced suite of API tools that allow ISOs, POS manufacturers, and resellers to integrate directly with their existing software and CRM solutions are also part of the upgrade.

CEO Douglas Hardman explains, "When we started processing in 2004, we had an interface that was designed by programmers, so it had a lot of features but wasn't very usable. In early 2006 when we re-designed that interface, we added a lot of great functionality. This time, we spent months with an interface design team to make sure that we have the best user experience in the industry. By expanding our feature set at the same time, we were able to leverage the development cycle by adding great new tools for our ISOs."

SparkBase will demonstrate this new software, along with other new releases, in booth 654 at the Electronic Transaction Association's annual meeting in Las Vegas on April 21st - 23rd.

"We are focused on delivering the features our ISOs want as their businesses grow." Continued Hardman, "Our new framework allows us to hook into several other networks to offer features and additional services that no one else in the industry is even close to deploying. We are looking forward to the next several months when we'll be announcing some of the great partnerships that we've been developing around this technology."

### ***About SparkBase***

*Since 2004, SparkBase has been the technology leader for the processing of private label gift and loyalty 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.*