

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



FOR IMMEDIATE RELEASE

Electronic Merchant Systems Selects SparkBase

CLEVELAND – December 14, 2009 – SparkBase (www.sparkbase.com), the industry leader in private-label stored value processing, announces that Electronic Merchant Systems, the premier Cleveland, OH based Independent Sales Organization (ISO), has selected SparkBase as the network to power their Altus Premier product.

In announcing the relationship, Douglas Hardman, SparkBase CEO states, "EMS has always been a very progressive company with their merchant offerings. They realize the importance of a properly executed Gift and Loyalty solution to merchants as a way to boost sales in a down economy. We are able to provide them with functionality beyond what the other networks offer, and work with them closely to ensure that the launch is successful. Having them as a partner in our back yard is very exciting to us."

Dan Neistadt, President and CEO of Electronic Merchant Systems, says of the relationship, "We are very pleased to add SparkBase to our extensive repertoire of value added products. Doug and his team of professionals are committed to providing world class products and client support to the ISO industry today, and just as important, are willing to evolve product capability and delivery to meet ever changing technology enhancements at the point of purchase."

The SparkBase network is sold exclusively through financial services resellers, and marketing agencies to offer merchants sophisticated gift and loyalty offerings with advanced features including text message and email marketing. Electronic Merchant Systems will begin offering their new Gift and Loyalty programs on the SparkBase network immediately.

About SparkBase

SparkBase reinvented the stored-value industry in 2004 as the first truly independent gift and loyalty processing network. Today, SparkBase continues to lead in innovation with its proprietary gateway, using patent pending technologies developed in house at their headquarters in Cleveland, OH. For more information, visit sparkbase.com

About Electronic Merchant Systems

Electronic Merchant Systems (EMS) was founded in 1987, and has grown to become a leading provider of merchant processing services and electronic transactions. EMS continues to drive the payment processing industry through a vast array of customized services and innovative products. The company processes and safeguards many types of electronic payment transactions including all major credit cards, debit cards, stored-value, electronic check services, eCommerce and more. The company operates in over 100 U.S. cities and is headquartered in Cleveland, Ohio. www.emscorporate.com