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**SPARKBASE**

**FOR IMMEDIATE RELEASE**

**SparkBase Certifies Microsoft Dynamics and RMS Add-In**

CLEVELAND – January 26, 2010 – SparkBase ([www.sparkbase.com](http://www.sparkbase.com)), the industry leader in private-label stored value processing, announced at The Northeast Acquirers Association 2010 Winter Seminar, that they have completed the development and Class-A certification of an Add-In for Microsoft Dynamics POS 2009 and Retail Management System (RMS) to allow retailers and restaurants to process Gift, Loyalty, and Reward transactions on the SparkBase stored value network.

“Having cutting-edge POS systems supported on the SparkBase network is one of our core directives,” said Doug Hardman, CEO, SparkBase. “Microsoft Dynamics and RMS applications have a fantastic feature set, so we were able to build an outstanding Add-In for retailers to take full-advantage of the many SparkBase transaction types.”

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 messaging and email marketing.

The certification enables gift, loyalty, and community rewards transactions on any Microsoft Dynamics Point Of Sale 2009 and Microsoft Retail Management System Store Operations 2.0 installation. SparkBase customers should contact their account manager for more information.

***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](http://sparkbase.com)*