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

S

SPARKBASE

FOR IMMEDIATE RELEASE

SparkBase Integrates Gift and Loyalty Cards to Social Networking Websites

CLEVELAND – July 27, 2010 – SparkBase (www.sparkbase.com), the industry leader in private-label stored value processing, announced that they have developed and tested integration of their Gift, Loyalty, and Reward network to Social Networking sites like FaceBook, Twitter, and FourSquare.

"Having cutting-edge features supported on the SparkBase network is one of our core directives," said Doug Hardman, CEO, SparkBase. "Letting Merchants and Cardholders integrate their Gift and Loyalty card programs with their Social Networking strategy is key to long-term growth for our ISOs and their Merchants."

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. Adding Social Networking integration for Rewards is unique to SparkBase and thousands of merchants in the US, Canada, and Puerto Rico.

This innovation allows Cardholders to register their preferred Social Networks, and post rewards earned, check in for visits, and earn additional rewards specific to the type of Social Network that the Merchant is using.

"Soon, if a cardholder comes in and spends $20, they may earn 25 points if they have their card registered to post on Twitter." Said Hardman. "The Merchant is gaining exposure to their brand and the Cardholder is earning faster rewards. Everybody wins."

The Social Networking integration is currently in final certification, and is expected to be available to all SparkBase ISOs beginning September 2010 in time for holiday promotions.

About SparkBase
SparkBase reinvented the stored-value industry in 2004 as the first truly independent gift and loyalty processing network. The SparkBase network is sold exclusively as a white-label product to Merchant Services resellers and Loyalty Marketing companies. 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