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SPARKBASE

FOR IMMEDIATE RELEASE

SparkBase announces ApproveYourCard.com launch

Cleveland, OH., October 12, 2010 -- SparkBase (www.sparkbase.com), the industry leader in private-label stored value processing, announced the launch of an online portal for custom card artwork, production, and approval.

ApproveYourCard.com (AYC) is an online portal where SparkBase ISOs can submit and manage custom card orders. The site also acts as an online approval for merchants where they can see and make comments on their custom card orders. "Our clients were continuing to use fax or email based system to send art and revisions to their merchants. AYC provides them with a more efficient and professional way to run this part of their business" said Geoff Hardman, President, SparkBase.

Like GetYourBalance.com before it, AYC is a non-branded tool that is free for SparkBase customers to use. They may also option a privately labeled version of the site created for them. The site allows companies to add art files along with their numbers and encoding. "Everything is tracked together in an easy to use overview page. Whether the card is approved or need revisions the ISO is notified as soon as the merchant clicks. It's all very helpful when you are managing dozens of orders." said Hardman. "Having a good system in place for tracking art approval and card orders can make all the difference with customer satisfaction. With more and more ISOs using SparkBase for card production, this tool became a nessistiy for us as well, especially coming into the holiday season."

SparkBase ISOs have immediate access to ApproveYourCard.com

About SparkBase - SparkBase entered the stored-value industry in early 2004 as the first truly independent gift and loyalty processing network. SparkBase continues to lead in innovation with its proprietary gateway, using patent pending technologies for processing stored value transactions with traditional cards, and new mobile payments methods like SMS messaging. Developed in house at their headquarters in Cleveland, Ohio, SparkBase now serves as a leader in gift and reward processing. For more information, visit sparkbase.com