



Donor Dialogue Partners with Springbok Services to Reward Blood Donors with Prepaid Cards

Donor Dialogue teams with Springbok to offer blood centers a unique opportunity to reward loyal donors with branded prepaid cards

Auburn Hills, MI—Sept. 16, 2008—Donor Dialogue has announced an exclusive partnership with Springbok Services that will provide first-of-its-kind reward opportunities for blood donors and branding strategies for blood centers. Through this partnership, donors will receive branded blood center prepaid cards as part of Donor Dialogue’s industry-leading Donor Rewards Program. The prepaid MasterCard® cards will be custom designed per blood center, manufactured and managed by Springbok, one of the only prepaid card providers that offers complete lifecycle management of prepaid card programs.

“Donor Dialogue is excited to launch such an innovative and industry-transcending rewards tool,” noted Alejandro Vargas, CEO of Donor Dialogue. “Through our exclusive partnership with Springbok, donors receive a greatly improved mechanism to utilize their rewards points and blood centers earn a unique, powerful branding opportunity. It is a watershed concept for our industry and the type of partnership where everyone wins.”

For donors, the program rewards donation loyalty and provides a prepaid card that can be used anywhere MasterCard debit cards are accepted. Donors will no longer be restricted to limited gifts through narrow rewards catalogues and point systems. For blood centers, the partnership eliminates the cumbersome logistics of managing rewards gifts and closed-loop gift cards. It also offers a powerful branding opportunity that was not previously available to blood centers. Additionally, these prepaid cards are personalized to the individual donor and therefore non transferable and non redeemable for cash. Both elements are of great importance when issuing rewards to blood donors.

“Prepaid cards are a proven conduit to motivate positive behavior and we can think of no better cause than rewarding donors for giving blood,” said Michael Ross, senior vice president of sales, Springbok Services. “This is an incredibly powerful and pioneering program that is forging inroads for a new level of loyalty programs among non-profit organizations.

About Donor Dialogue

Donor Dialogue does more than just help recruit blood donors – it helps Recruit Donors for Life. The company delivers innovative, cutting edge Customer Relationship Management software, Online Scheduling systems, Donor Reward Programs, and Telerecruiting services that revolutionize blood center’s recruitment operations. This industry-leading suite of products and services make blood centers more efficient, productive, and profitable. With a large team of available donor recruitment professionals, Donor Dialogue has helped generate more than 3.5 million blood donations. The company also is actively involved in national

organizations supporting the blood collection industry including AABB, ADRP, ABC, BCA, SCABB, and FABB. To learn more about Donor Dialogue please visit <http://www.donordialogue.com/>.

About Springbok Services, Inc.

Established in 1998, Springbok Services provides customized, multi-touch prepaid MasterCard® card and prepaid Visa® card programs to positively motivate behavior and enhance loyalty among corporate employees and/or their customers. Springbok is the leading prepaid card provider that offers complete lifecycle management of prepaid card programs from program development and card fulfillment to transaction processing and reporting. The company is SAS 70 and PCI compliant and supports more than 5,500 clients, including 225 of the Fortune 500. Springbok, headquartered in Englewood, Colorado, is a founding member of the Network Branded Prepaid Card Association (NBPCA). For more information, visit <http://www.springbokservices.com>.

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