



## FOR IMMEDIATE RELEASE

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### Springbok Services Adds Murad Velani to its Board of Directors

*Chief executive officer of Longitude Partners, LLC joins team of prepaid experts*

**ENGLEWOOD, Colo., March. 4, 2008** — Springbok Services, Inc., a leading provider of branded prepaid card solutions for businesses everywhere, today announced the addition of Murad Velani to its board of directors. Velani brings a vast amount of business leadership experience to Springbok, as well as an impressive background as a results focused, technology-savvy executive with a proven track record in creating business value and optimizing complex business situations.

Velani currently serves as chief executive officer of Minneapolis-based Longitude Partners, LLC, a management consulting firm which he founded. Previously, Velani held the position of president of Archway Marketing Services, a renowned provider of marketing services and promotion management to the world's leading brands, which is also based in Minneapolis. Velani has also held executive leadership positions at Eventis Telecom, Carlson Corporation, Deluxe Corporation and IBM, among others. He joins Springbok's board of directors as the company continues to grow rapidly by creating momentum for more than 5,500 companies through powerful prepaid solutions.

"Springbok Services is an organization with unlimited potential," said Velani. "Although the prepaid card industry is experiencing growth overall, very few prepaid card providers have established themselves as unique leaders and innovators of end-to-end solutions like Springbok has. The company is poised to lead the industry by connecting businesses with prepaid and the kind of momentum only a Springbok program can create. I'm honored to be chosen to serve on Springbok's board of directors, and I look forward to helping Springbok connect its corporate clients to the motivating power of prepaid."

"We're very excited that Murad has chosen to join our board of directors," said Dwayne Jones, president and chairman, Springbok Services. "Springbok has built its vertically integrated business model to match the rapid growth of the prepaid industry. Since we received our first round of institutional investment from Goldman Sachs in 2007, we have been able to attract the best and brightest employees and thought leaders available, including Murad Velani. With his guidance, we believe Springbok will continue to grow and exceed the needs of our growing roster of corporate clients."

#### About Springbok Services, Inc.

Established in 1998, Springbok Services is a leading provider of integrated prepaid MasterCard® card solutions. Springbok Services is PCI certified for card processing and has a truly unique value proposition as the only *one-stop shop* for prepaid services including card personalization, embossing, encoding and fulfillment. Springbok Services delivers *simplicity, speed and service* to more than 5,500 corporate clients including over 225 of the Fortune 500. Springbok Services is a founding member of the Network Branded Prepaid Card Association. MasterCard cards are issued by KeyBank National Association pursuant to a license by MasterCard International, Inc. For more information on Springbok Services, please visit <http://www.springbokservices.com>. All trademarks and registered marks are the properties of their respective owners.

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