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For Immediate Release

Springbok Services Launches Personalized Program Messaging for Prepaid Cards

ENGLEWOOD, Colo., — Oct. 13, 2008 — To enhance the impact of its prepaid MasterCard® cards and Visa® prepaid card programs, Springbok Services today introduced unique, customized messaging options for its corporate clients. Personalized Program Messaging enables clients to communicate with card recipients in a variety of ways to maximize incentive programs and personalize the cardholder experience.

With Springbok Personalized Program Messaging, clients can send customized messages that are received by cardholders when they check their card activity or receive a reload on their prepaid card. From a simple thank you to a congratulatory note to commend an individual's performance, Springbok's newest service offering reinforces the objectives of corporate loyalty programs.

According to Tim Sloane, group director of Mercator Advisory Group, for companies to achieve maximum effectiveness of their incentive programs, communication that aligns the goals of an incentive program and the needs of the cardholder must accompany the delivery of the incentive. Springbok's Personalized Program Messaging makes consistent communication throughout the execution of a prepaid card loyalty program easier and more impactful.

“Incentive programs that deliver a lasting impact utilize the right message that is delivered at just the right instant and delivered multiple times. As simple as this concept is, it is rarely achieved,” said Sloane. “Personalized Program Messaging options enable Springbok clients to deliver personalized messages to incentive recipients when it matters most. By delivering the right message to recipients every time they become actively engaged with the reward delivered, the message becomes indelibly connected with that reward. This level of reinforced, personalized communication directly engages the prepaid card recipients with the corporate message which, to companies, translates into greater ROI from their incentive programs.”

Springbok clients may choose from several communication methods to send personalized messages to cardholders:

- Web messaging enables clients to personalize welcome messages, card graphics and congratulatory remarks that may be featured on clients' prepaid card online support page.
- Phone messaging is available using standard greeting options provided by Springbok, or clients can create unique phone messages that support corporate messaging or marketing campaigns. Or, using Interactive Voice Response (IVR) technology, Springbok clients can opt to use “text to speech” functionality to create phone messages unique to each cardholder.
- Card reload messaging allows clients to send personalized text or email messages to cardholders when they receive a reload on their prepaid card.

“Springbok's Personalized Program Messaging inspires achievement and reinforces positive behavior which directly impacts the bottom line for our clients,” said Sarah Grotta, executive vice president of business development, Springbok Services. “This service option provides a unique opportunity for companies to strengthen their brand among cardholders and personalize the experience of receiving a Springbok prepaid card.”

For more information about Personalized Program Messaging, contact Springbok Services at 1.877.300.4272 or info@springbokservices.com.

About Springbok Services, Inc.

Established in 1998, Springbok Services provides customized prepaid MasterCard® cards and prepaid Visa® cards programs to positively motivate behavior and enhance loyalty among corporate employees and/or their customers. Springbok is the only prepaid card provider that offers complete lifecycle management of prepaid card programs from development and production to fulfillment 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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