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For Immediate Release

Springbok Services Now Offers Private Label Prepaid Cards

New prepaid card loyalty program enables organizations to strengthen brand visibility and channel card redemption among target audiences

ENGLEWOOD, Colo., — Sept. 2, 2008 — Springbok Services announced today that it now offers private label prepaid cards for its corporate clients. Springbok designed its new private label prepaid cards to be fully customizable, allowing clients to most effectively promote their organization and strengthen their brand among their target audiences.

While Springbok's prepaid cards can be used at practically any location, Springbok's newest private label offering enables end-users to redeem the cards only with a specific merchant or group of merchants as determined by the client. This directs all funds back to the locations of choice and optimizes the success of a client's loyalty program. Springbok's private label prepaid cards require no changes to a merchant's point-of-sale (POS) system and the private label cards solely reflect the client's brand.

“Unlike other prepaid card programs, Springbok's private label cards give our clients' exclusive branding and controlled redemption options. These advantages channel measurable results for myriad corporate brand awareness activities, such as marketing campaigns and incentive programs,” said Sarah Grotta, executive vice president of business development, Springbok Services. “Springbok's private label cards can increase clients' revenues and at the same time enhance loyalty among customers. This is a powerful approach to positively motivate behavior.”

Springbok uses state-of-the-art technology and is one of the only prepaid card vendors to provide an all-encompassing service offering from program development and card fulfillment to transaction processing and reporting. When a private label card is used at a participating merchant the information is sent directly to the Springbok system to verify the merchant and the transaction amount. The Springbok system then approves the purchase and sends the information back to the merchant's POS. All of this is done automatically within seconds.

For more information about Springbok private label prepaid cards, call +1.877.300.4272.

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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