



**For Immediate Release**

**Media Contact:**

Michelle Chase  
Springbok Services  
303-409-4136  
[michelle.chase@springbokservices.com](mailto:michelle.chase@springbokservices.com)

## **Springbok Sets Industry Standard for Prepaid Card Carrier Personalization**

### *Springbok Prepaid Greetings offer enhanced communication packaging options*

**ENGLEWOOD, Colo., — March 10, 2009 —** [Springbok Services](#) today unveiled its latest innovation in prepaid cards that establishes a new industry standard in customization. Springbok Prepaid Greetings enable corporate clients to package branded prepaid cards inside a greeting card personalized with text and graphics for each individual recipient. Springbok is first-to-market in the prepaid industry with this level of individualized card carrier communication.

Prepaid cards are a powerful tool for businesses aiming to reward or motivate behavior among employees, business associates and customers. When combined with the personal touch of a customized greeting card, clients can significantly increase their exposure and the impact of their incentive or rewards program.

“We developed this new offering to further enhance a primary factor that influences behavior – individualized communication,” said Sarah Grotta, executive vice president of products and marketing, Springbok Services. “By combining a prepaid card reward with a personal message that talks to the individual cardholder, a business can effectively show their appreciation for a specific accomplishment achieved by one person. This eliminates the ‘just a number’ mentality and enhances the sense of responsibility that each cardholder has for the company.”

For clients, Springbok Prepaid Greetings facilitate greater corporate branding opportunities, a longer lasting, positive impression among cardholders and improved return on investment by avoiding fulfillment costs derived from working with multiple vendors. All greeting cards are printed by Springbok and include a prepaid card affixed to the inside of the greeting card. Springbok is one of the only prepaid card providers that offers complete lifecycle management of prepaid card programs from program development and card fulfillment to transaction processing and reporting. This translates into reduced costs, simplified program management and exceptional customer service for clients.

For cardholders, Springbok Prepaid Greetings extend the sense of appreciation that is communicated with prepaid card incentives and rewards. In fact, according to the Greeting Card Association, nine out of 10 Americans look forward to receiving personal letters and greeting cards because cards “... make them feel they are important to someone else.”

“Our Springbok prepaid card programs have been well received by our clients’ employees and customers and continue to generate desired results,” said Rick Blabolil, president, Marketing Innovators. “To enhance our prepaid card programs, Springbok Prepaid Greetings provide an excellent way for us to communicate with each individual in a unique and even more meaningful way. It makes the receipt of the prepaid card that much more personal.”

Available now, Springbok Prepaid Greetings include three options:

- **Classic** - Extend your “congratulations” or “thank you” with one of Springbok’s pre-printed greeting card /prepaid card selections. This option offers the quickest turn time from order to delivery.
- **Coordinated** - Match your corporate prepaid card design with your greeting card cover design. This option enables clients to customize the text on the greeting card and include a personalized message to each recipient to reinforce program goals.
- **Your Design** - Create a greeting card /prepaid card that is truly unique. Use each card surface (front, inside and back) as your palette for the graphical images you choose. This option also enables clients to customize the text on the greeting card and include a personalized message to each recipient to reinforce program goals.

For more information about Springbok Prepaid Greetings visit <http://www.springbokservices.com/Different-Options.aspx>.

#### **About Springbok Services, Inc.**

Established in 1998, Springbok Services provides customized, multi-touch prepaid MasterCard® card and Visa® prepaid 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 Type II and PCI certified and supports more than 6,000 clients, including 225 of the Fortune 500. Springbok, headquartered in Englewood, Colorado, is a founding member of the Network Branded Prepaid Card Association (NBPCA).

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