



NEWS RELEASE
For Immediate Release

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LOFINOS LAUNCHES FUELLINKS® AT CUB FOODS IN DAYTON

Chain partners with Duncan Oil and Certified Oil for reward redemption

Dayton, OH (August 18, 2008) – Lofinos Foodstores, Inc. has launched the FuelLinks® fuel reward program at its Cub Foods locations in Dayton, Ohio. Developed by MetroSplash Systems Group, Inc., the program enables consumers to earn fuel rewards on specially marked items, which can be redeemed at BP and Marathon fuel centers supplied by Duncan Oil Company and at Pippin’s Mart (Sunoco) supplied by Certified Oil Company.

“The FuelLinks model offered the best possible loyalty solution at the lowest possible investment,” said Martin Sloan, Lofinos chief financial officer. “By adopting FuelLinks, we can offer customers an outstanding, multi-faceted program while saving hundreds of thousands of dollars in development cost and maintaining focus on our core competencies.”

Sloan added, “We chose FuelLinks because of the stable, feature-rich technology MetroSplash has developed, and because they were able to align our stores with quality fuel retailers.”

“Our participation with FuelLinks in other markets has produced excellent results, and we knew Lofinos would be able to launch it very successfully in Dayton,” said Don Gose, COO of Duncan Oil. “Our companies benefit from the incremental traffic and sales volume while consumers receive a badly needed break in fuel prices. It’s a win for everyone.”

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MetroSplash Systems Group, Inc.

FUELLINKS ROLLOUT AT CUB FOODS IN DAYTON/Add1

According to MetroSplash president and CEO Steve Babick, the introduction of FuelLinks rewards at Cub Foodstores is the first step in a planned rollout to other businesses. “FuelLinks is open to virtually every type of business – auto dealers, large and small retailers, restaurants and service providers,” he said. “Lofinos has taken the lead in introducing a community-wide program that will offer consumers many opportunities to turn their everyday purchases into real savings at the pump.”

Other businesses interested in the FuelLinks program are invited to contact Patrick Finnigan, VP of Sales, MetroSplash Systems Group, at 972-966-3235, ext 706, or pfinnigan@metrosplash.com.

ABOUT METROSPLASH SYSTEMS GROUP

Founded in 2003, MetroSplash Systems Group, Inc. provides a technology platform that enables businesses of all types to implement a supplier-integrated fuel-based consumer reward program (FuelLinks) or to monetize an existing affinity program toward the purchase of fuel. The company offers the financial settlement and Loyalty as a Service (LaaS) infrastructure to bridge between merchants (reward issuance) and fuel retailers (redemption). MetroSplash is located at 2300 Highland Village Road, Suite 700, Highland Village, Texas 75077-7194. Phone 972-966-3235, fax 972-966-0241. Website: www.MetroSplash.com.

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