

Formatted

**For more information, contact:**  
Martha Cook  
The Point Group • 214-378-7970  
[mcook@thepointgroup.com](mailto:mcook@thepointgroup.com)

**METROSPLASH SYSTEMS GROUP, INC PARTNERS  
WITH FISCAL SYSTEMS, INC  
TO SIGNIFICANTLY EXPAND ACCESS TO ITS MARKET-LEADING  
RETAIL – GAS DISCOUNT INCENTIVE PROGRAMS**

*Newly formed partnership effectively introduces FuelLinks program  
to 1,500-strong base of potential retailers*

**DALLAS (May 6, 2008)** – MetroSplash Systems Group, Inc., a national leader in retail cross-merchandising tied to gasoline discount incentives, today announced a strategic partnership with Fiscal Systems, Inc. that will broaden its program access to retailers nationwide. The newly announced partnership effectively introduces MetroSplash’s FuelLinks program to Fiscal Systems, Inc.’s customer base of 1,500 retailers, adding to MetroSplash Systems Group, Inc.’s existing 5,600 redemption locations. As a unique cross-merchandising system, FuelLinks enables retail outlets to offer discounted gasoline prices based on in-store purchase of other products as a customer loyalty program and incentive. With gas prices on everyone’s mind, consumers are eager for ways to lessen the blow to their wallets, and MetroSplash Systems Group, Inc. is offering up opportunities.

Fiscal Systems, Inc. offers point of sale technologies that streamline and provide tighter controls for retailers and will now provide hardware as a host platform for FuelLinks.

“FuelLinks’ innovation in transforming a low margin commodity project into a profitable marketing and brand loyalty tool is remarkable,” said Kevin D. Struthers, executive vice president, Fiscal Systems, Inc. “Our leadership within the truck stop space and our ability to expand the FuelLinks program’s reach is a win for retailers and a win for their end customers through gasoline cost savings.”

“MetroSplash Systems Group, Inc.’s partnership with Fiscal Systems Inc. will benefit retailers by reducing costs while cost effectively driving brand loyalty to a specific retailer, product or service,” said Christopher Daly, president and CEO of MetroSplash Systems Group,

-more-

MetroSplash Systems Group, Inc. Partners with Fiscal Systems, Inc.  
Page Two

Inc. “Our relationship with Fiscal Systems will simplify technologies and expand program access, so that no additional hardware is needed for retailers to offer FuelLinks rewards.”

MetroSplash Systems Group, Inc.’s leadership in the category is bringing both definition and innovation to the “fuel relief” category through its robust and expanding network of retailers, growing relationships with major gasoline retailers and perfection of the technologies needed to facilitate the program.

“We are clearly two or three years ahead of the game over the competition in our category,” Daly added. “We have proven the model, established a quantifiable record of success with both retailers and consumers, and our program has performed. The relationship with Fiscal Systems is an important next step in our growth, cementing our leadership position in our space.”

#### **About MetroSplash Systems Group, Inc.**

MetroSplash Systems Group, Inc. merges wide-ranging experience in national marketing and merchandising with in-depth expertise in distributed technology platforms, for the purpose of developing and implementing powerful, integrated promotional programs that encompass retailers of all sizes and types, including both on-line and traditional brick-and-mortar stores. After the acquisition of FuelLinks in September 2003, MetroSplash enhanced the system to be an integrated technology and merchandising system which awards a consumer with either a cents off per gallon or a cash value reward depending upon where the purchase was made. For more information, go to [www.metro splash.com](http://www.metro splash.com)

#### **About Fiscal Systems, Inc.**

For 25 years, Fiscal Systems has been helping retailers serve customers then capture, manage and act upon the resulting transaction information. Fiscal Systems mission is to solve operational challenges by employing secure technologies to create real bottom line value. The innovative portfolio of solutions integrates software with IBM® retail-hardened hardware to connect management, staff, customers and business processes so retail operations are more secure, accurate and convenient. The integrated solutions make it easier to modify functions and business processes to keep up with an ever changing marketplace. For more information, go to [www.fis-cal.com](http://www.fis-cal.com).

# # #

