



**NEWS RELEASE**  
For Immediate Release

**For More Information, Contact:**

Holly Daly  
MetroSplash Systems Group, Inc. • 972-966-3235  
[hdaly@metrosplash.com](mailto:hdaly@metrosplash.com)

Jacqueline Martin or Jennifer Friedmann  
The Point Group • 713-622-7174  
[jmartin@thepointgroup.com](mailto:jmartin@thepointgroup.com)  
[jfriedmann@thepointgroup.com](mailto:jfriedmann@thepointgroup.com)

**METROSPLASH SYSTEMS INTRODUCES TECHNOLOGY SOLUTIONS  
TO MAXIMIZE RETAIL LOYALTY PROGRAMS**

*Consumer Loyalty Management and FLEx Result in Confluence in Loyalty Marketplace*

**DALLAS** (October 6, 2008) – MetroSplash Systems Group (MSSG), a leader in fuel-based loyalty technology, today announced the introduction of two new technology solutions designed to leverage and maximize retailer, supplier and manufacturer customer loyalty programs.

“With the launch of our consumer loyalty management program and FLEx solution, MetroSplash Systems can serve as a complete loyalty solutions, stated Steve Babick, president and CEO of MetroSplash Systems, Inc.

MetroSplash’s Consumer Loyalty Management (CLM) provides retailers, suppliers and manufacturers the end-to-end visibility to influence customers’ purchasing decisions. The only solution to integrate the intelligence generated by supplier, retailer, promotions and customer relationship management program, CLM offers a 360-degree view, providing the ability to optimize resources applied to promotion and incentive programs and drive desired consumer behavior. CLM culls information from all points of the process – POS, SRM, CRM and promotion management. With this comprehensive assessment, suppliers and retailers can accurately measure consumption of promoted and non-promoted items in extreme detail

including SKU/UPC and member levels. This holistic approach enables them to quickly adjust resource allocations and identify opportunities for more effective promotion.

FLEx integrates FuelLinks', MetroSplash's fuel reward loyalty program which rewards customers for everyday purchases, technology into retailers' existing reward platforms, enabling customers to convert their rewards – points, miles or any other type of incentive – into fuel purchases. FLEx creates confluence between retailers' current affinity programs and the consumers' goal – relief from high gas prices. Through FLEx, customers gain full access to the robust coalition of local and Web-based businesses which offer FuelLinks rewards. This extended offering is a value-added benefit to customers, offering them a wider range of opportunities to earn Cash for Gas rewards through their everyday purchases.

“Confluence is a form of collaborative commerce where retailers and suppliers make collective and quantified decisions about how to best apply marketing dollars to a given customer segment or marketplace,” stated Steve Babick, president and CEO of MetroSplash Systems, Inc. “The valuable purchasing data gleaned through Consumer Loyalty Management system and FLEx will provide significant insight into consumer behavior and how best to influence purchasing behavior.”

The essence of this confluence is FuelLinks. FuelLinks creates a coalition within the business community and provides the link between merchants and petroleum and convenience store operators that enables them to harness the power of fuel rewards to influence consumer purchasing decisions. The FuelLinks technology platform provides the POS system integration needed to make the reward process simple and seamless.

### **About MetroSplash**

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. For more information, visit [www.MetroSplash.com](http://www.MetroSplash.com).