



NEWS RELEASE
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**MID-STATE LAUNCHES FUELLINKS® AT 10 CITGO-BRANDED
POP SHOPPE LOCATIONS IN NORTH CAROLINA**

Plans Call for Rollout to 40 Pop Shoppe Locations Over Next Six Months

Greensboro, NC (August 12, 2008) – Mid-State Petroleum has announced the launch of the FuelLinks® loyalty program at 10 company-owned Pop Shoppe locations in the Greensboro-High Point and Charlotte, North Carolina markets. According to Mid-State vice-president Tony Perez, these 10 represent the first phase of a planned rollout to approximately 40 Pop Shoppe locations, including dealer-owned stores, over the next six months.

Mid-State will offer FuelLinks rewards on purchases made in the stores. It will also honor FuelLinks rewards consumers earn from other participating local businesses and online through www.FuelLinks.com.

Developed and supported by MetroSplash Systems Group, Inc., FuelLinks is a card-based program that enables virtually any type of business to issue fuel-based rewards. Consumers earn “Cash for Gas” rewards on qualified purchases, which are used to pay for fuel at participating fuel centers, in effect reducing the consumer’s out-of-pocket cost for fuel. Rewards are funded by issuing merchants or third-party sources (manufacturers, vendors, jobbers, etc.), typically with redirected marketing and promotional dollars.

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MetroSplash Systems Group, Inc.
Pop Shoppes Introduce FuelLinks/add 1

“We did a lot of due diligence searching for a loyalty program for The Pop Shoppes,” Perez said. “We chose FuelLinks for a variety of reasons. Along with its demonstrated success, we like the underlying technology, particularly its operating visibility, in terms of the downloadable reports available, and the ability to easily change promotions in individual stores.”

“It is very exciting for us to have an experienced and progressive operator like Mid-State bring FuelLinks to market in North Carolina,” said Steve Babick, MetroSplash president and CEO. “With their support, we look forward to introducing the program to other area businesses. We believe that they will see value in helping their customers cope with fuel prices and will choose to repurpose their normal discounts and incentives as FuelLinks fuel rewards.”

To obtain more information about the FuelLinks program, contact Jim LaVoie, Vice President of Community Sales, at 972-966-3235, extension 222, or via email jlavoie@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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