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**METROSPLASH SYSTEMS GROUP AND AFTERBOT  
FORM INNOVATIVE ALLIANCE OF CONFLUENCE**

*Two Industry Pioneers Come Together to Allow Retailers and Suppliers to Acquire New Customers, Execute Promotions More Efficiently and Drive Sales*

**DALLAS** (October 6, 2008) – MetroSplash Systems Group (MSSG), a leader in fuel-based loyalty technology, and afterBOT, an industry pioneer in real time retailing solutions utilizing digital receipt technology, today announced that they have formed a marketing alliance to provide a comprehensive collaborative commerce platform to the convenience store industry . Through the combined technologies of the two companies, the intent is to provide merchants and suppliers with the 360 degree visibility required to optimize the resources applied to promotion/incentive programs in order to more effectively drive desired consumer behavior. While other solutions may optimize one or two aspects of the promotion cycle, only the confluence created by MetroSplash and afterBOT combines information from all points of the consumer lifecycle: POS, CRM, SRM and promotion management.

With the coupling of these two technologies, suppliers can accurately measure consumption of promoted and non-promoted items down to the SKU/UPC and member levels, which enables them to quickly adjust resource allocations and identify opportunities for more effective promotion. “Manufacturers and retailers can significantly improve return on investment in their loyalty/promotion programs and achieve the intended benefits of competitive lift and consumer stickiness,” explained Steve Babick, president and CEO of MetroSplash Systems, Inc.

“This partnership offers the confluence of data, dollars and desires – which simply stated, is true consumer loyalty.”

Now more than ever, there is need for marketing accountability, to maximize return on investment (ROI) by investing in programs that quickly and measurably influence consumer behavior at the lowest possible cost. Add to this the need for programs that give consumers a reason to look beyond the price point when making a choice, and more importantly, encourage repeat purchases further building brand loyalty. “In partnering with MetroSplash, we are truly offering retailers and suppliers an integrated solution platform that they have not had access to previously,” stated Jim Nadler, executive vice president of marketing for afterBOT.

### **About afterBOT**

afterBOT, Inc.’s TransAccess solution combines a post sales transaction management infrastructure, an alert subsystem, a sales reporting tool, and professional services to provide a comprehensive retail business management solution driving top and bottom line growth through a suite of business, customer, and marketing services applications. For more information, visit [www.afterBOT.com](http://www.afterBOT.com). Privately held, afterBOT was founded in 2000; investors include Chrysalis Ventures, Blue Ridge Ventures, e-RM Ventures and Kenzie Lane.

### **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).

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