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## **MetroSplash Teams With Fiscal Systems**

By CSD Staff

**New partnership offers fuel discount program to 1,500 retailers.**

MetroSplash Systems Group Inc., of Highland Village, Texas, said it's teaming with Fiscal Systems Inc. to expand MetroSplash FuelLinks, a loyalty program offering gasoline discounts to customers who shop at participating retailers.

"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. "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."

Fiscal Systems, of Madison, Ala., provides a total spectrum of solutions and products for retailers' back-office and point-of-sale needs, an all-encompassing concept Fiscal calls "single point of blame." The company's solutions apply to fleet management and fuel control systems as well, and it integrates customizable software with IBM hardware to connect all aspects of the retail environment.

The MetroSplash-Fiscal partnership will introduce MetroSplash's FuelLinks program to Fiscal's 1,500 retailers, adding to the existing 5,600 locations MetroSplash serves. Fiscal will provide hardware as a host platform for FuelLinks.

As a cross-merchandising system, FuelLinks enables retail outlets to offer discounted gas prices based on in-store purchases of other products as a customer loyalty program and incentive.

MetroSplash develops and implements integrated promotional programs for retailers of all sizes and types, including online and brick-and-mortar stores. After acquiring FuelLinks in 2003, MetroSplash enhanced the system to become an integrated technology-and-merchandising system that rewards consumers with either cents off per gallon or a cash-value reward, depending on where a purchase was made.

"FuelLinks' innovation in transforming a low-margin commodity project into a profitable marketing and brand loyalty tool is remarkable," said Kevin Struthers, executive vice president of 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."

Daly, of MetroSplash, added: "We are clearly two or three years ahead of the game over the competition in our category. 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."