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ETA Announces Technology Award and Tech Challenge Winner

San Diego, CA – Sparkbase, Inc. won the coveted ETA Technology Innovation Award during the ETA Annual Meeting & Expo, for the company's Paycloud Mobile Wallet, a smart phone-enabled application for loyalty and gift card programs that securely integrates with merchants' existing credit card terminals.

More than 50 million iPhone and Android smart phones in use today are compatible with the Paycloud mobile wallet, which allows consumers to easily find participating merchants, instantly join their loyalty program, receive coupons and promotions, and earn rewards.

Also during the ETA, ProPay's Zumogo payment solution received an overwhelming majority of votes from the attendees at the ETA Technology Committee's Technology Showcase Challenge, in which tech companies had the opportunity to demonstrate their products and services to a live audience in real time, within the context of a specific simulated venue.

Zumobo is a new mobile technology that allows a Smartphone to be used as a payment device, providing an innovative way for customers to engage in interactive, mobile commerce, while allowing the consumer to maintain possession of payment method throughout the buying process.

In addition to ProPay, many of the industry's top payment innovation companies also participated in the Showcase, including Planet Payment, Cardinal Commerce, Castles Technology, SparkBase, CHARGE Anywhere, North American Bancard, Hypercom, Advanced Merchant Solutions, UP Solution, USA ePay, Verifone/Bling Nation, FirstData, iPayStation, VivoTech and MagTek.

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About ETA

The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services.