



Contact:

Kelly Ground
Motivano
Marketing Manager
813-675-2183
kelly.ground@motivano.com

Motivano Completely Redevelops Its Employee Discount Marketplace

TAMPA, FL – (December 12, 2007) – Motivano, Inc., a leading employee benefits technology company, today officially announced the launch of its redeveloped employee discount marketplace product, SmartSavings.

Motivano's new SmartSavings 2.0 platform is not only much more user-friendly but also allows for comprehensive client customization and branding. No longer a static site listing shopping categories and merchants, SmartSavings 2.0 now firmly places the user in the forefront, providing users with numerous opportunities to customize their own navigation and shopping experience. In addition to the navigation changes, client companies also have the option to seamlessly add voluntary benefits options for their employees to the site navigation; as well as provide special messaging on the homepage.

SmartSavings is the largest and most successful employee discount marketplace in the United States and United Kingdom. Launched in 1999, SmartSavings started out providing employees at member companies with a shopping portal where they could enjoy an array of discounts from a small but solid list of vendors. More than eight years later, SmartSavings now features a full menu of special promotions, limited-time offers, and countless discounts with thousands of national brands and local merchants.

SmartSavings 2.0 has also received high marks from users due to its completely redesigned interface and improved offering of merchants and discounts. "I think the site looks great and has tremendous ease in navigation," said a user from one of Motivano's top-tier clients. "The site has great organization, making items easier to find!"

The impact of the site redevelopment has not only improved user satisfaction, but has also yielded a substantial 40% growth in number of employer clients, as well as a 30% increase in employee users. Jeff Rose, Product Manager of SmartSavings, said "We are confident that the enhanced functionality in V2.0 that enables customization of the website based upon user preferences will greatly enhance the overall user experience."

About Motivano

Founded in 1999, Motivano is a leading employee benefits technology company, providing electronic payment solutions that deliver convenience and cost-savings. Motivano serves over 4,500 corporate and government employers, with over 100 joining monthly. Clients include numerous Fortune 500 employers, such as Wachovia, Citi, GSK and Time Warner as well as thousands of small to mid-size companies. Government clients include the State of Delaware and the State of North Carolina. Motivano's products include healthcare cards, payroll cards, payroll deduction technology, and employee incentive solutions.

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