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## **Motivano Continues to Experience Stellar Growth in 2007**

**TAMPA, FL** – (November 2, 2007) – Motivano, Inc., a leading employee benefits technology company continues to show stellar growth across its full range of products, including SmartFlex™ (Prepaid FSA and HSA Debit Card); SmartSavings (Employee Discount Marketplace), and SmartPay (Payroll Deduction and Consolidation for Voluntary Benefits).

With its flagship product, SmartFlex, Motivano has accomplished another year of significant advancement by adding 20 new TPA distributor partners year-to-date. As a result, Motivano now serves over 140 TPAs and 4,500 corporate clients, numbers which continue to grow rapidly.

With the launch of the SmartSavings Marketplace 2.0 platform in March, Motivano has added 163 national and local merchants year-to-date, increasing its merchant base by over 50 percent. Additionally, Motivano has experienced 75 percent growth in their SmartSavings employee user base.

“Our impressive and accelerated growth is a direct reflection of the ever increasing demand for Motivano’s employee benefit technology solutions, which allows our clients to deliver convenience and cost savings to the end user,” said Mark Peterson, Vice President of Sales & Business Development for Motivano. “Our primary focus is to continue delivering innovative products and services that help our clients to maximize employee satisfaction.”

Motivano’s SmartPay product has also experienced accelerated growth. Five new national broker distributors, with access to 4.2 million employees, have partnered with Motivano to deliver SmartPay to their clientele.

“Our clients certainly deserve a great deal of credit for our rapid and continued growth, as we consistently look to our client base for their suggestions and creative input related to product development enhancements, which are all designed to elevate the participant experience,” said Seif Saghi, CEO of Motivano.

### **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.