**Press Release**

FOR IMMEDIATE RELEASE:

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Copenhagen, Denmark, February 23, 2011  
  
SparCode, Inc – digital deals, delivered daily - is pleased to announce the launch of a new service and social networking community offering downloadable SOFTWARE, GAMES and E-BOOKS.

Each buyer becomes a member of the SparCode community and will pick their personalized SparCode ID, where they can share “Today’s Deal” at 50% off MSRP - with their social media connections with a few clicks. When a friend takes the deal, the SparCoder will receive 20% cash back into their account and if five friends take the deal, they get the product for free. All the new buyers will also become SparCoders and can share with their friends.

Brad Furber, President and Founder of SparCode says that “leading a consumer software utility developer and publisher for many years, the biggest challenge our team faced, and the biggest expense we incurred, was acquiring new customers on a profitable basis. SparCode solves this problem for publishers of digital goods – rather than risking a lot of capital spending money on a cost per impression (CPM) and cost per click (CPC) basis, publishers can now simply make their products available for purchase through SparCode on a cost per acquisition (CPA) basis. Accordingly, digital goods publishers can acquire new customers through SparCode at zero risk of capital with guaranteed profit margins,” says Mr. Furber.

Ivan Solvason, Founder and CEO “Working with production, marketing and distribution of computer games for over 14 years worldwide, I found the distribution chain be a significant bottlenecks reaching end customers. By joining the SparCode community – users can easily share fantastic deals with their friends, saving them a fortune,” says Mr. Solvason.

SparCode.com is launching on February 24th, 2011. It’s first offer is a world class, award winning Spyware and Adware remover called STOPzilla – used already by over 15 million people worldwide. SparCode will offer the product at a 50% discount to MSRP, for a limited time only.

SparCode believes it is the first company to launch a group purchasing business model focused exclusively on digital goods. SparCode has also been designed and engineered to enable use of social media tools by end users to rate and review products, share deals, and experience the rewards and benefits of SparCode’s innovative loyalty and cash back program.

SparCode, Inc. is a corporation organized under the laws of the State of Delaware, and conducts certain operations through SparCode International (DK) ApS, a limited liability company organized under the laws of Denmark. SparCode was co-founded by Ivan Solvason, Brad Furber, Nicholas Schultz-Moller and Andreas Garnaes. SparCode is targeting the global online market for digital goods with a view towards building a global social networking community of loud and proud SparCoders.

SparCode - digital deals, delivered daily.

For more information or press interviews, please contact:

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