



FOR IMMEDIATE RELEASE

Center for Financial Services Innovation Partners with Network Branded Prepaid Card Association and NetSpend to Create Prepaid Educational Resources for Non-Profits *Educational Guide and Training Sessions for Nonprofit Leaders Focused on Prepaid Cards and the Underbanked*

Dallas, June 3, 2009 - The [Center for Financial Services Innovation](#), announced today at the Underbanked Financial Services Forum that it has partnered with [The Network Branded Prepaid Card Association \(NBPCA\)](#) and NetSpend to create educational resources around prepaid cards to support nonprofit organizations actively serving underbanked consumers.

The estimated 40 million underbanked households in the U.S. use cash, money orders and a mix of bank accounts, check cashing, payday loans and other non-traditional arrangements to manage their finances on a day-to-day basis. Prepaid cards give consumers with little or no access to traditional financial services, or those who have chosen to not use those services, the ability to budget, spend, and save money. The cards can provide considerable cost-savings compared to other services such as check cashing and in some cases traditional checking accounts, while also offering increased convenience, better budgeting ability, and transparency for the consumers using them.

The Prepaid Educational Resources will include *The Nonprofit's Guide to Prepaid Cards* along with a series of informational webinars. In addition, CFSI, NBPCA and NetSpend have created a scholarship fund for select nonprofits that are actively engaged with prepaid cards to attend the 2010 Prepaid Card Expo to benefit from the industry's premier learning and networking event.

"Increasingly nonprofit organizations are asking for more information about prepaid cards and how their constituents can use these cards to help them manage their personal finances," said Sarah Gordon, CFSI's nonprofit relationship manager. "Our goal is to provide information and resources that will build consumer awareness around prepaid cards generally and to provide nonprofit organizations in particular with the tools and resources needed to incorporate prepaid into their programming. Nonprofits are trusted advisors and uniquely positioned to provide much-needed financial information as well as products and services to underbanked consumers."

"The NBPCA is committed to providing consumer education about prepaid cards so that they can be understood, accessed, and prudently used by all Americans who can benefit from these financial tools," said Kirsten Trusko, NBPCA President and Executive Director. "We look forward to supporting CFSI in its effort to provide prepaid educational resources for its network of nonprofits and appreciate their enormous efforts to help underbanked Americans save, manage their finances, and enter the financial mainstream."

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“NetSpend was founded on the premise of bringing affordable, card-based financial services to underbanked consumers,” said Dan Henry, CEO of NetSpend. “This partnership with CFSI and NBPCA will empower many of those consumers who are not currently being served by traditional financial institutions with information on how prepaid products can positively impact their lives.”

About CFSI

The Center for Financial Services Innovation is the nation’s leading authority on financial services for underbanked consumers. Since 2004, its programs have focused on informing, connecting, and investing – gathering enhanced intelligence, brokering and supporting productive industry relationships, and fostering best-in-class products and strategies. A non-profit affiliate of ShoreBank Corporation, CFSI works with leaders and innovators in the business, government and non-profit sectors to transform the financial services landscape. For more on CFSI, go to www.cfsinnovation.com

About the NBPCA

The Network Branded Prepaid Card Association (NBPCA) is a non-profit, inter-industry trade association that supports the growth and success of network branded prepaid cards and represents the common interests of the many players in this new and rapidly growing payments category. For additional information, visit www.NBPCA.com.

About NetSpend Corporation

NetSpend Corporation is one of the premier providers of innovative, accessible prepaid debit cards which empower consumers with the convenience, security and freedom to be self-banked. NetSpend achieves its mission by serving its customers anytime and anywhere, being trustworthy, reliable, and delivering innovative high value products and features. NetSpend's proprietary processing platform allows it to support prepaid card programs end-to-end from customer acquisition and card fulfillment to customer service and risk management. The NetSpend® Prepaid Card Network includes leading consumer brands and companies serving the un-banked and under-banked markets, and its strategic relationships include card issuers, EFT networks and payment card associations. For more information, visit www.netspend.com.

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