



Contact: Jennifer Tramontana  
Director of Communications  
303-929-9636  
[jennifer@nbpca.org](mailto:jennifer@nbpca.org)

## ***Network Branded Prepaid Card Association Publishes Leading Practices for General Purpose Reloadable Prepaid Card Consumer Disclosures***

**September 29, 2009 (Montvale, NJ)** – The Network Branded Prepaid Card Association (NBPCA), a non-profit trade organization that works to enhance the environment for the success of network branded prepaid cards, today released *Leading Practices for Consumer Disclosures of Network Branded Prepaid General Purpose Reloadable Cards*.

The purpose of the document is to promote clear and easily understood communication amongst the prepaid card industry and to consumers. We are supporting this effort by contributing leading practices that encourage uniform, clear, and complete consumer disclosures for network branded prepaid general purpose reloadable (GPR) cards.

“The NBPCA is a strong proponent of the principle that good communication is good business. In the prepaid business, consumers are entitled to clear, full, and easily understood disclosure of the terms and conditions that apply to the network branded prepaid cards they purchase,” said Kirsten Trusko, NBPCA President and Executive Director. “The Leading Practices will support and encourage this communication, and help ensure that consumers understand all relevant terms before they acquire new prepaid cards.”

A GPR card is a particular kind of network branded prepaid card that is often used by the underbanked or underserved population as a safe and convenient substitute for a low balance bank account, check cashing centers, or in special niche markets such as student/teen cards. Typically, GPR cards, in addition to being usable at a multitude of unaffiliated merchants to buy goods and services, can also be used to access cash at ATMs. They are also reloadable, either directly at the issuer’s website, or through reload networks and sometimes automatically by direct deposit of the cardholder’s wages or from other sources such as parents or the government.

The NBPCA represents the majority of large and established companies in the evolving prepaid cards marketplace. As such, its members accept a responsibility to help set the bar with respect to best practices that encourage innovation, competition and consumer protections. The Association works closely with legislators, regulators and law enforcement to set high service standards for consumers and mitigate unlawful use of our products.

**Summary: *Leading Practices for Consumer Disclosures of Network Branded Prepaid General Purpose Reloadable Cards***

The NBPCA recommends clear and conspicuous disclosures without dictating specific disclosure practices. The NBPCA believes in the industry practice of “layering” disclosure in multiple locations, which recognizes consumers’ needs for specific information at certain times and easy accessibility of that information in a timely manner.

The document outlines leading industry practices for consumer disclosures in the following key areas:

- Disclosures on front of GPR card
- Disclosures on back of GPR card
- Disclosures on GPR card packaging (for cards sold in retail locations)
- Disclosures on Website
- Disclosures in advertising
- Disclosures in GPR bank cardholder agreement

The complete Leading Practices can be found on the NBPCA website at [www.nbpc.org](http://www.nbpc.org).

**About the NBPCA**

The Network Branded Prepaid Card Association (NBPCA) is a nonprofit, 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 payment category. The NBPCA’s members include financial institutions, card organizations, processors, program managers, marketing and incentive companies, card distributors and law firms. The NBPCA’s Working Groups drive the activities of the Association for its more than 42 members. For additional information, visit [www.NBPCA.org](http://www.NBPCA.org).