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## **Network Branded Prepaid Card Association Announces Year One Accomplishments**

*Voice of the Industry Meets or Exceeds Business Plan Objectives  
in First Year of Operation*

**July 31, 2007 (Sherborn, MA)** The NBPCA, the trade association for the network branded prepaid card industry, has met or exceeded all of its business objectives during its first membership year, which ran from July 1, 2006 to June 30, 2007. The 37-member association was launched last year to represent the varied participants that work together to deliver prepaid products to consumers, businesses and government. At the Association's founding, a robust three-year business plan was created, with input from the industry and approval from the NBPCA's Board of Directors, to establish measurable objectives for each membership year.

"An evolving industry needs a forum through which participants can work to develop the business environment with a high level of integrity and sensitivity to consumer and government issues," said Marilyn Bochicchio, NBPCA president and executive director. "The Association is fulfilling that role in the network branded prepaid card space and making a real difference—measured in terms of meeting the objectives established in the business plans—in the perception and acceptance of these products."

Network branded prepaid cards are the fastest growing card-based financial product with estimated loads of \$14 billion in 2005, the last year for which data are available. They are sought after, flexible financial tools that give consumers new options to manage their money and provide convenience, control and security.

The NBPCA conducts its education and outreach programs through two working groups, composed of industry representatives and NBPCA staff. Each working group has year-by-year objectives and its own business plan:

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- The Government Relations Working Group, chaired by Judith Rinearson, a partner at Bryan Cave LLP, and co-chaired by Cherie Hamblin, vice president and chief compliance officer at iKobo, educates NBPCA members on government relations topics and supports the information needs of government, regulators, and law enforcement. During the past twelve months, this group has contributed content to government publications, conducted information sessions for government officials, kept members apprised of federal-and state-level legislation and regulation, and created anti-money laundering guidelines for members. The group also addresses prepaid-related legal concerns of Association members.
- The Media and Consumer Education Working Group, chaired by Gary Palmer, Executive Vice President of Global Business Development for EFD (formerly eFunds Corporation), provides public information about developments in the network branded prepaid card space. The working group has become a resource to consumer-focused media on behalf of the industry. During the past year, it conducted three public outreach campaigns to improve consumer awareness and understanding of gift cards, health care cards and general purpose spending cards. The group also conducted three consumer research surveys, which provided new data to members and new consumer insights for media.

“The NBPCA plays a very important role in education and outreach. Its strengths in establishing dialogue with federal and state regulators, providing industry perspective to media both proactively and reactively, and building awareness of all the great benefits branded prepaid products offer, are essential near term activities for the network branded prepaid industry,” said Todd Brockman, senior vice president, Visa USA.

During membership year two, the NBPCA will continue to focus its efforts on government relations and media and consumer education through its working groups. In addition, the NBPCA has established a relationship with Payments International Forum (PIF), a London-based, nonprofit trade association, which, like the NBPCA, is dedicated to advancing the environment for prepaid products. PIF’s initial geographic focus is on Europe. Under the agreement, the NBPCA provides services on a non-exclusive basis to PIF in the area of information on network branded prepaid cards and launching and operating a prepaid trade association.

“We joined the NBPCA because of its ability to help drive the development of an innovative financial product category that is safer, more efficient and more consumer friendly for many types of payments,” said Scott Qualls, senior vice president, BB&T. “One of our goals is to help all consumer segments participate fully, securely and at a reasonable cost in the U.S. payment systems. Network branded prepaid cards — given the space to evolve — will help make this a reality.”

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The Association's members, which represent a cross-section of industry leaders including processors, card issuers, program managers, marketers and distributors, attorneys, and the four major card brands, include:

Aldrich & Bonnefin, American Express, American Express Incentive Services, Amscot Financial, Inc., BB&T, Baird Holm LLP, BankFirst, Blackhawk Network, Bryan Cave LLP, Card Marte Corporation, Carlson Marketing, Coinstar, Comdata, Commerce Bank of Kansas City, Discover Financial Services, Ecount, a Citibank Company, EFD (formerly eFunds Corporation), First Data Corporation, First National Bank of Omaha, FSV Payment Systems, Inc., Galileo Processing, Green Dot Corporation, IDT, Key Bank, MasterCard Worldwide, Meta Payment Systems, NetSpend, Parago, PreCash, Prepaid Media, RBS Lynk, Schulte Roth & Zabel LLP, Simon Property Group, Springbok Services, Synovus, TSYS, and Visa USA.

**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 payments category. The NBPCA's Working Groups drive the activities of the Association for its 37 members. For additional information, visit [www.NBPCA.com](http://www.NBPCA.com).*