

FOR IMMEDIATE RELEASE

Blackhawk Network Expands Prepaid Reload Network

Allows Consumers A Safe and Convenient Way to Load Funds to their Prepaid Cards with the Reloadit Pack

PLEASANTON, CA – August 31, 2010 – Blackhawk Network, a leading provider of prepaid and financial payments products for consumers and businesses, today announced the expansion of the Reload Network. The network includes the new Reloadit Pack, which expands Blackhawk's proven capabilities in prepaid innovation, offering the most convenient solution for consumers to reload their prepaid cards.

The Reloadit Pack is a safe and easy alternative to using cash to reload and transfer funds onto Blackhawk Network and third party partners' prepaid debit cards. Consumers can purchase the Reloadit Pack in Blackhawk Network's alliance partner locations across the U.S. The products are featured on dedicated standalone end caps with multiple facings and signage as part of the Prepaid Center.

"Blackhawk strives to build products based on the consumers' wants and needs," said Talbott Roche, senior vice president at Blackhawk Network. "In the current economic climate consumers more than ever are looking at payment and banking alternatives and the prepaid cards and loading options offered by Blackhawk and our Reloadit network partners meet many of their needs. By now offering the Reloadit Network we are expanding our ability to better support them."

The Reloadit Pack is available at grocery stores across the country, such as Safeway Albertsons LLC, A&P, Pathmark, Food Lion, and Giant Eagle. Consumers can follow the steps below to use their card:

1. Visit www.reloadit.com, call the Reloadit IVR at 1-888-633-9434 or visit the Program Manager's website or IVR
2. Provide the card account number and Reloadit Pack scratch off number to transfer the purchased load amount to their prepaid card.

The Reloadit Pack features easy-to-follow instructions in English and Spanish. The use of the Reloadit Pack will continue to grow to fit the needs and demands of customers as Blackhawk Network continues to expand the network.

About Blackhawk Network

Blackhawk Network, a subsidiary of Safeway Inc., is a leading provider of prepaid and financial payments products for consumers and businesses. The company's Gift Card Mall™ offers the industry's most popular prepaid gift card and telecom products. Gift Card Mall reaches more than 165 million people each week through an exclusive network of leading grocery, big box, convenience, drug, and specialty stores and is available through Internet retailers including GiftCardMall.com. Blackhawk Network's business solutions include reward and incentive programs that offer choice and flexibility through a wide array of card brands, custom designed Visa® prepaid cards and fulfillment options.

Headquartered in Pleasanton, California, Blackhawk Network Inc. has offices in the United States, Australia, Canada, France, Japan, Mexico and the United Kingdom. For more information about Blackhawk Network visit www.blackhawknetwork.com and www.giftcardmall.com

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