

Consumers Union Report Shows nFinanSe Is The Low-Cost Leader In Prepaid Card Market, Lower Than Walmart

10.19.2010– TAMPA, Fla. – A new report, ‘Consumers Union Report: Prepaid Cards Come With Long List of Fees and Weak Consumer Protections’ written by Michelle Jun, was released September 15, 2010. The Report is about the growth of prepaid cards and positions nFinanSe (OTC Bulletin Board: NFSE – www.nFinanSe.com) as the low-cost leader in the prepaid card industry. nFinanSe surpassed the 18 competing prepaid cards reviewed with the most consumer-friendly fees, terms and conditions on the market.

According to the Consumers Union:

Activation Fees: 12 of the 19 prepaid cards reviewed charged consumers a fee for activating their cards. These activation fees ranged from a low of \$3 for the Walmart Money card and the nFinanSe card to a whopping \$39.95 for the First Vineyard card.

Monthly Fee: 16 of the 19 prepaid cards charged monthly fees ranging from \$2.95 per month for the nFinanSe card to \$9.95 per month for the NetSpend VISA card, Rush card, and AccountNow card. Most prepaid card issuers will waive the monthly fee if a direct deposit is set up. Some card issuers will waive the monthly fee if the consumer chooses the “pay as you go” option. The Green Dot card charges a \$5.95 monthly fee unless the consumer maintains a \$1,000 balance or has 30 posted transactions.

Fees to Get Cash: All 19 prepaid cards reviewed charged fees for withdrawing cash from ATMs in the U.S. On the low end, consumers using the nFinanSe card are charged 99 cents per withdrawal. Consumers using the NetSpend Visa card, AccountNow card, and Bank Freedom card are charged \$2.50 for each withdrawal. In one case (Rush card), consumers were given two free withdrawals but then charged \$2.50 for each additional withdrawal. Consumers using the Green Dot card get free withdrawals at in-network ATMs, but are otherwise charged \$2.50 per withdrawal. Fees were even higher for international withdrawals.

To view a summary of the Consumers Union Report, visit http://www.consumersunion.org/pub/core_financial_services/016873.html

Core Facts:

- nFinanSe currently sells Reloadable Prepaid Cards in over 18,000 stores including approximately 9,000 Dollar General retail locations.
- The Company recently signed distribution deals with multiple retail chains across the country for its Reloadable Prepaid \$3 Visa® and \$3 Discover® Cards, including Cumberland Farms, Kum & Go, Hess and Fred’s.

- By offering the lowest-cost prepaid cards on the market, nFinanSe is helping retailers compete head-to-head against other prepaid card providers such as Walmart.
- Prepaid cards look like any bank debit card or credit card but function more like a portable bank account. Anyone can buy one, load it with money and use it for purchases online or in stores.
- nFinanSe's Reloadable Prepaid Visa® and Discover® Cards retail for \$3, have a low \$2.95 Monthly Maintenance Fee, a \$2.95 Top-Up Fee, and free services and support that include: 24/7/365 Live Agent Customer Service in English and Spanish, Employer Direct Deposit, Real-time Transaction Text Messages and PIN and Signature Transactions.

Quotes from Jerry R. Welch, Chairman and Chief Executive Officer of nFinanSe:

- "As the soft economy continues, millions of hard-working Americans are rapidly embracing reloadable prepaid cards as their new and affordable financial payment tool."
- "Until the last 18 months, the consumer fees associated with reloadable prepaid cards were too high to encourage significant trial and usage among the 100 million unbanked, underbanked and credit challenged Americans in need of an alternative financial payment tool. With the new, consumer-friendly pricing model being implemented in the retail marketplace that can now encourage their customers to sample and experience the many benefits of Reloadable Prepaid Cards."