

## **nFinanSe Launches \$3 Reloadable Prepaid Debit Cards at Cumberland Farms Convenience Stores**

**TAMPA, Fla.** – September 14, 2010 – nFinanSe (OTC: NFSE – [www.nFinanSe.com](http://www.nFinanSe.com)) today announced the launch of its \$3 Visa® and \$3 Discover® Reloadable Prepaid Debit Cards at Cumberland Farms convenience store locations in New England, the mid-Atlantic and Florida.

“By offering it’s customers a \$3 Visa or \$3 Discover Reloadable Card, Cumberland Farms will now be able to compete with any retailer on the basis of price for a Reloadable Card. In addition, the cards feature real-time text message alerts, online bill pay, \$0.99 ATM withdrawal fees, direct deposit and no hidden fees,” says Jerry R. Welch, Chairman and Chief Executive Officer of nFinanSe.

Cumberland Farms is one of the nation’s largest family-owned convenience store chains. Operating in 11 states, its mission is to make life easier for its on-the-go consumers with its trademark Farmhouse Blend coffee and Chill Zone beverages, as well as fresh food, dairy products, snacks and gasoline.

nFinanSe’s Reloadable Prepaid Visa and Discover Cards retail for \$3, have a low \$2.95 Top-Up Fee, a Monthly Maintenance Fee of only \$2.95, **FREE** 24/7/365 Live Agent Customer Service in English and Spanish, **FREE** Employer Direct Deposit, **FREE** Real-time Transaction Text Messages and **FREE** PIN and Signature Transactions.

The nFinanSe Visa® Reloadable Prepaid Card is issued by Palm Desert National Bank, Palm Desert, CA, Member FDIC, pursuant to a license from Visa Inc. The nFinanSe Discover® Reloadable Prepaid Card is issued by Palm Desert National Bank, Palm Desert, CA, Member FDIC, pursuant to a license from Discover® Network. Discover® and the Discover acceptance mark are service marks used by Palm Desert National Bank under license from Discover Financial Services. All cards funds are insured by the FDIC in accordance with the FDIC's applicable terms and conditions.

**“Safe Harbor” Statement under Private Securities Litigation Reform Act of 1995**

This press release contains certain forward-looking statements based on nFinanSe Inc.’s, or, the Company’s current expectations, forecasts and assumptions that involve risks and uncertainties. Forward-looking statements include statements regarding the Company’s expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “should,” “will,” and “would” or similar words and include statements regarding the anticipated benefits of the Company’s products and the anticipated roll out of the Company’s products. Forward-looking statements in this release are based on information available to the Company as of the date hereof. The Company’s actual results may differ materially from those stated or implied in such forward-looking statements due to risks and uncertainties associated with the Company’s business, which include the Company’s ability to execute its business strategy and the other risk factors disclosed in the Annual Report on Form 10-K for the year ended January 2, 2010 on file with the Securities and Exchange Commission. The Company assumes no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise.

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**About Cumberland Farms**

Cumberland Farms makes life easier for busy people every day. Its network of convenience stores across 11 states reflect the values of three generations of providing customers with value, convenience and unparalleled service - whether you're buying a cold ChillZone drink, a hot cup of Farmhouse Blend Coffee or filling the gas tank. Rooted in a family-farm heritage today's Cumberland Farms also has a long heritage of giving back to the communities where it operates. For more information about a Cumberland Farms near you, please visit us at [www.CumberlandFarms.com](http://www.CumberlandFarms.com).

**About nFinanSe Inc.**

nFinanSe Inc. (OTC Bulletin Board: NFSE) is an innovative financial services company and provider of stored value and prepaid card solutions headquartered in Tampa, Florida. nFinanSe has developed the nFinanSe Network™, a secure, reliable value load and activation platform that connects with retail merchants and other value load stations located throughout the United States. For more information, visit [www.nFinanSe.com](http://www.nFinanSe.com)

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