

nFinanSe Launches \$3 Reloadable Prepaid Debit Cards at Stripes Convenience Stores Throughout Southwest

TAMPA, Fla. – October 6, 2010 – nFinanSe Inc. (OTC: NFSE – www.nFinanSe.com) today announced the launch of its \$3 Visa® and Discover® Reloadable Prepaid Debit Cards at Stripes LLC convenience store locations throughout the Southwestern United States.

“We believe that our industry low, customer-friendly pricing combined with the excellent everyday store traffic at Stripes locations will encourage initial trial, usage and early adoption of Reloadable Prepaid Debit Cards among Stripes customers,” said Jerry R. Welch, Chairman and Chief Executive Officer of nFinanSe.

Consumers Union, the non-profit publisher of Consumer Reports, recently singled out the nFinanSe card for its low fees in its 2010 report on the industry. Of the 19 prepaid card issuers mentioned in the study, nFinanSe was noted for the lowest cards sales price of \$3 along with Walmart® and singled out for the lowest monthly maintenance fee of \$2.95 and lowest ATM withdrawal fee of \$0.99.

Mr. Welch continued, “Stripes will now be able to offer their customers a feature rich Visa or Discover Reloadable Prepaid Card with fees actually lower than Walmart®. This, plus the convenience of their store locations and the uniqueness of their merchandise mix should help make Stripes a destination for the sale and reloading of Prepaid Debit Cards.”

Stripes is part of Texas-based, Susser Holdings, a third-generation, family-led business operating more than 520 convenience stores in New Mexico, Oklahoma and Texas.

The nFinanSe’s Reloadable Prepaid Visa® and Discover® Cards feature what the Company believes to be the best overall pricing in the marketplace at this time. The cards sell for just \$3 at retail stores; have a low \$2.95 monthly maintenance fee for an unlimited number of purchase transactions; and allow cardholders to load additional funds or “top up” for only \$2.95. The Company also offers **FREE** direct deposit of payroll, **FREE** 24/7/365 live agent customer service in English and Spanish located in the United States and **FREE** cell phone text message alerts with purchase and balance information after each transaction.

The Visa® Reloadable Prepaid Debit Card is issued by Palm Desert national Bank pursuant to a license from Visa U.S.A., Inc. nFinanSe is a registered ISO of Palm Desert National Bank. The nFinanSe Discover® Reloadable Prepaid Card is issued by Palm Desert National Bank, Palm Desert, CA, Member FDIC or by First Bank & Trust, N.A., Pipestone, MN. Member FDIC, pursuant to a license from Discover® Network. Discover® and the Discover acceptance mark are service marks used by Palm Desert National Bank and First Bank & Trust, N.A., Pipestone, MN 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 Stripes

Corpus Christi, Texas-based Susser Holdings Corporation is a third-generation family led business that operates more than 525 convenience stores in Texas, New Mexico and Oklahoma primarily under the Stripes and Town & Country banners. Restaurant service is available in more than 300 of its stores, primarily under the proprietary Laredo Taco Company and Country Cookin' brands. The Company also supplies branded motor fuel to approximately 390 independent dealers through its wholesale fuel division. For further information about Stripes, please visit <http://www.stripescorp.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

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