

## **nFinanSe Launches \$3 Visa® Reloadable Prepaid Debit Cards at Dollar General**

**TAMPA, Fla.** – December 14, 2010 – nFinanSe (OTC: NFSE – [www.nFinanSe.com](http://www.nFinanSe.com)), a leading provider of prepaid cards, today announced that it had launched its industry leading Visa® Reloadable Prepaid Debit Cards at approximately 9,000 Dollar General stores nationwide.

”Dollar General is one of the country’s largest and most recognized retailers and we are very excited to be adding our \$3 Visa Reloadable Prepaid Debit Card to their stores,” stated Jerry R. Welch, Chairman and CEO of nFinanSe. “Given that our cards were recently highlighted for the lowest fees by the Consumers Union, the non-profit publisher of Consumer Reports, we believe the nFinanSe Prepaid Visa Card will be very attractive to Dollar General customers.”

Consumers can purchase the nFinanSe Visa Reloadable Prepaid Debit Card for only \$3 and conveniently load additional funds at Dollar General locations for only \$2.95. Of the 19 card issuers mentioned in the Consumers Union 2010 Report on the prepaid industry, nFinanSe was noted for the lowest card 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.

The nFinanSe Reloadable Prepaid Visa® Card features what the Company believes to be the best overall pricing in the marketplace at this time. In addition to its consumer-friendly low prices of \$3 to purchase a card, \$2.95 to reload and a \$2.95 monthly maintenance fee for unlimited purchases, nFinanSe also offers **FREE** direct deposit of payroll, **FREE** 24/7/365 live agent customer service in English and Spanish 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. 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 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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