

**nFinanSe Launches
\$3 Visa® and \$3 Discover® Reloadable Prepaid Debit Cards
at Kwik Trip**

TAMPA, Fla. – December 8, 2010 – nFinanSe (OTC: NFSE – www.nFinanSe.com) today announced the launch of its \$3 Visa® and \$3 Discover® Reloadable Prepaid Debit Cards at Kwik Trip Convenience Stores throughout the Midwest.

“As the soft economy continues, millions of hard-working Americans are rapidly embracing Reloadable Prepaid Cards as their new and affordable Financial Payment tool,” said Jerry R. Welch, Chairman and Chief Executive Officer of nFinanSe.

According to Mr. Welch, “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 by nFinanSe, customer-centric retailers, like Kwik Trip, will now be able to encourage their customers to sample and experience the terrific benefits of Reloadable Prepaid Cards.”

This past September, the Consumers Union, the non-profit publisher of Consumer Reports, 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 and Walmart were noted for both having a \$3 price for cards, the lowest available. The report also singled out nFinanSe for the lowest monthly maintenance fee of \$2.95 and lowest ATM withdrawal fee of \$0.99.

The very first Kwik Trip store opened its doors in 1965. Today, they have thousands of co-workers serving customers in over 400 Kwik Trip, Kwik Star, Hearty Platter® and Tobacco Outlet Plus stores throughout Wisconsin, Minnesota and Iowa. In addition to its corporate Support Center, which handles the administrative needs of their stores and co-workers, Kwik Trip Inc. has its own Bakery, Commissary, Dairy, Distribution Warehouse and Transportation divisions.

The nFinanSe 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. 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.

* nFinanSe does not charge additional fees for text message alerts regarding purchase and balance information. However, please be aware of any charges that may apply from your cell phone provider.

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 Kwik Trip

Today, Kwik Trip has over 400 Kwik Trip, Kwik Star, Hearty Platter® and Tobacco Outlet Plus stores throughout Wisconsin, Minnesota and Iowa. In addition to its corporate Support Center, which handles the administrative needs of their stores and co-workers, Kwik Trip Inc. has its own Bakery, Commissary, Dairy, Distribution Warehouse and Transportation divisions.

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