

**nFinanSe Launches Prepaid Card Industry's  
Most Comprehensive Mobile Customer Service App**

*Part of the Company's ongoing commitment to be a leader in Customer Service*

**TAMPA, Fla.** – December 7, 2010 – nFinanSe Inc. (OTC: NFSE – [www.nFinanSe.com](http://www.nFinanSe.com)) today announced the successful development, certification and release of the most comprehensive mobile Customer Service Application for the General Purpose Reloadable Prepaid Card Industry.

The new nFinanSe App enables cardholders to access their accounts directly from their smart phones or other mobile devices, contact Customer Service or request a return call – all with just the touch of a key.

“Our cardholders encompass a wide segment of our society and we felt that an App was the next logical level of free value-added service for them,” said Jerry R. Welch, Chairman and CEO of nFinanSe. “This is part of our ongoing commitment to provide superior customer service. In today’s technology driven world, the need for innovative and responsive customer service is key for our continued growth.”

The App was developed in-house and is now available for free at the App Store at <http://app-store.appspot.com>

nFinanSe has been a leader in customer-facing innovations, commencing with its “Free... of course” campaign three years ago. The Company continues to offer FREE Customer Service – 24 hour a day, 7 days a week, 365 days a year in both English and Spanish. In addition, nFinanSe offers immediate FREE access to highly trained Card Specialists without having to navigate an automated service.

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. 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.

\*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 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 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.nfinance.com](http://www.nfinance.com)

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