

## For Immediate Release

### Contacts:

Andy Savitt  
+1.646.228.8898

[media@prepaidresources.com](mailto:media@prepaidresources.com)

Barry Kessler  
+1.917.693.2998

[barry.kessler@prepaidresources.com](mailto:barry.kessler@prepaidresources.com)

## **Prepaid Resources Unveils CONNECTIONS™**

### ***Advisory Council and Service Groups Combine to Deliver Results-Driven Prepaid Expertise***

**New York, NY, June 10, 2008** – Prepaid Resources, a leading resource provider for the prepaid debit card industry, has compiled a team of seasoned professionals to form CONNECTIONS™, an advisory council and specialized service groups designed to support prepaid program managers.

The Prepaid Resources Advisory Council, comprised of established payment experts, provides professional and independent product guidance in such areas as law, risk, compliance, bill payment, merchant services, mobile payments, ACH, Check 21 processing, loyalty and rewards, and anti-money laundering (AML).

CONNECTIONS Service Groups add an ever-expanding array of offerings across multiple disciplines. The groups include: Program Development, Creative and Technical Design, and Cardholder Marketing.

The Program Development Group delivers strategic guidance for prepaid solution engineering and project planning. Services include assessing, communicating and managing the assembly of program processes, component functionality and third-party resource provider integrations.

The Creative and Technical Design Group provides custom card program design and development. The team's focus includes network-compliant card and card material artwork, graphic user interface designs for Web portals, corporate branding, presentation and conference materials and advertising resources for both online and print media.

The Cardholder Marketing Group deploys tested tools and strategies designed to increase cardholder acquisition, retention and usage, and cross selling. These solutions identify optimal target markets, while maximizing consumer relationships and creating profitable persistent sales. Services include creating effective website content, crafting appropriate call center scripting, customizing targeted messaging and communicating consistent branding.

“CONNECTIONS is the human bridge between prepaid card program planning and execution,” says Barry J. Kessler, chief executive officer, Prepaid Resources. “It places scalable technology, education, and referral resources directly into the hands of card program managers.”





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Prepaid Resources, LLC • 1202 Lexington Ave., Suite 192 • New York, NY 10028 • (877) 775-7999 • [www.prepaidresources.com](http://www.prepaidresources.com)

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## **About Prepaid Resources**

Prepaid Resources was formed in early 2007 by a group of independent prepaid debit card industry pioneers instrumental in developing and managing many of today's leading solutions. Today, Prepaid Resources is a leading resource provider for the prepaid debit industry offering a suite of innovative services benefiting all parts of the value chain: PORTABLES™ integrated prepaid managed services, CONNECTIONS™ ancillary card program services, PEARLS™ provider referral listing service and INDUSTRY INSIGHTS™ prepaid card industry education. Prepaid Resources ([www.prepaidresources.com](http://www.prepaidresources.com)) is headquartered in Delaware with offices in New York City.

