



For Immediate Release

Contacts:

Andy Savitt
+1.646.228.8898
media@prepaidresources.com

Barry Kessler
+1.917.693.2998
barry.Kessler@prepaidresources.com

Prepaid Resources Launches Industry Insights™ *Inaugural online Webinar conference kicks-off with* *"The Prepaid 100 Series: Solving the Prepaid Puzzle"*

New York, NY, February 19, 2007 – There are many ingredients to an effective prepaid program. How do you select the right issuer, processor and other partners? What program services will you require and who will effectively manage them? How will your transaction fees and other program costs match up against your revenue stream? These are just some of questions Barry J. Kessler, chief executive officer of Prepaid Resources, asks those interested in developing a prepaid solution or simply gaining a deeper understanding of prepaid.

To help bridge the knowledge gap, Prepaid Resources created Industry Insights™, which will serve as a multi-layered educational tool to foster prepaid understanding, present key industry figures and showcase new products and services.

"As pioneers of this rapidly emerging business, we're doing our part to unveil the intricacies of prepaid," Mr. Kessler says. "The better educated the market, the narrower the gap becomes between expectations and deliverables, thereby yielding a healthier and more vibrant industry."

In *"The Prepaid 100 Series: Solving the Prepaid Puzzle"*, Mr. Kessler explores the relationships, management and economics of a successful prepaid card program. The initial course, *"Prepaid 101: Understanding Prepaid"* begins on Monday, February 25, 2008 with the subsequent courses to follow. The entire 6-course series will be repeated in continuous cycles. Registration is limited to promote dialogue between presenter and attendees. For more information, see https://www.prepaidresources.com/education_services.html.

A proven entrepreneur with over 15 years experience in the financial payments industry, Mr. Kessler most recently managed the re-loadable solutions unit of Clarity Payments Solution and its successor, TSYS Prepaid. Mr. Kessler, a former attorney and CPA, received a JD from the Washington University School of Law and a BS from the Wharton School at the University of Pennsylvania.

About Prepaid Resources

In early 2007, Prepaid Resources was formed by a group of independent prepaid debit card industry pioneers instrumental in developing and managing many of today's leading prepaid solutions. Today, Prepaid Resources is a leading resource provider for the prepaid debit industry offering consulting and education services plus program referrals through PEARLS™, the Prepaid Resources Listing Service. Prepaid Resources (www.prepaidresources.com) is headquartered in Delaware with offices in New York City.