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For Immediate Release

BENEFITSDIRECT™ NAMED WINNER IN SIXTH ANNUAL PAYBEFORE AWARDS
Prepaid Resources Earns Best Government-Funded Prepaid Honor

New York, NY; Jan. 27, 2012 – Paybefore has chosen Prepaid Resources' BenefitsDirect as a 2012 Paybefore Awards winner in the Best Government-Funded Prepaid Program category. Paybefore Awards, now in its sixth year, is the most prestigious recognition of excellence in the worldwide prepaid and stored value card industry. The awards are presented annually by Paybefore, whose publications are the leading source of industry information for the global prepaid community.

"We're thrilled to be selected by Paybefore for this honor," said Barry Kessler, Prepaid Resources' CEO. "Automating the direct deposit enrollment experience is a win-win for both our program manager clients and their cardholders. Direct Deposit Management is one of the most important tools to manage the success and growth of reloadable card programs."

"Our clients are delighted with the ease of implementation, as well as the array of integration options we provide," said Duane Jacobsen, Prepaid Resources' COO. "We look forward to further supporting the prepaid industry as we expand our Direct Deposit Management services from Federal Benefits to State Benefits to private payroll."

BenefitsDirect was selected by a panel of five industry experts who served as judges for this year's competition, which—once again—included entries from around the world.

"Paybefore Awards were created to honor the companies and individuals that are keeping prepaid on the cutting edge of payments," said Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panel. "Our industry continues to break new ground and expand the reach of electronic payments because of companies like Prepaid Resources who make innovation and execution a priority," she continued. "We are proud to recognize its contributions to advancing the prepaid industry."

"Prepaid is the fastest-growing area of payments because it addresses unmet payment needs of consumers, businesses and governments," added Marilyn Bochicchio, Paybefore's CEO. "Paybefore Awards recognizes the creativity of prepaid practitioners in developing programs that address these needs more effectively than cash, checks or even other types of payment cards."

BenefitsDirect enables reloadable card programs to electronically capture their fair share of valuable recurring Federal and State government benefit loads. The cardholder conveniently initiates the BenefitsDirect service, online or in a retail environment, to enroll the direct deposit of their benefits onto the GPR or payroll card they desire. Program managers realize increased card program revenue, extended card retention and better management of their cardholder experience.

BenefitsDirect now will vie for best-in-category distinction, which will be announced during the Paybefore Awards ceremony on March 12 at the Prepaid Expo USA (www.prepaidexpousa.com).

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BENEFITSDIRECT™ NAMED WINNER IN SIXTH ANNUAL PAYBEFORE AWARDS (cont.)

About Prepaid Resources

Prepaid Resources has established itself as a recognized leading consultant and technology provider for the prepaid debit industry offering a suite of innovative services: PORTABLES™ shared managed applications, CONNECTIONS™ consulting and card service groups, PEARLS™ provider referral listing service, INDUSTRY INSIGHTS™ prepaid card industry education and the Prepaid Resources Linked-In® Network. Prepaid Resources (www.prepaidresources.com) is headquartered in New York City.

About Paybefore

Paybefore is the leading information provider to prepaid and stored value industry professionals, offering the latest news, commentary and analysis. Paybefore's family of industry publications include: Paybefore.com™, a searchable online news and information portal; Paybefore News™, daily news briefs delivered electronically; Paybefore News International™, a weekly compilation of prepaid news and events from outside the United States; Paybefore Update™, an e-newsletter delivered 20 times a year; Paybefore Legal™, a downloadable e-newsletter covering the legislative, regulatory and judicial developments in prepaid, as well as feature articles by leading attorneys in the field; Paybefore Magazine™, a biannual print publication featuring in-depth articles on the opportunities, challenges and trends in the global prepaid and stored value industry; and the only industry directory, Paybefore Buyer's Guide™, available online and in print. Visit us at www.paybefore.com.

