



Contacts:

Steven Casco
617-671-1142
scasco@paybefore.com

Andy Savitt
646.228.8898
andy.savitt@prepaidresources.com

Barry Kessler
917.693.2998
barry.kessler@prepaidresources.com

For Immediate Release

**PAYBEFORE AND PREPAID RESOURCES TEAM UP TO OFFER
ACCESS TO PEARLS™ PROVIDER REFERRAL LISTING SERVICE**
Website to Capture Program Opportunity Listings

New York, NY; October 14, 2009 – Prepaid Media (d/b/a Paybefore), the industry resource for prepaid and stored value cards, today announced that it has expanded its resource offerings by providing access to Prepaid Resources' PEARLS™ Provider Referral Listing Service through its web portal www.paybefore.com.

PEARLS connects Paybefore readers launching prepaid programs (Program Sponsors) with compatible member processors, program managers and other key resources (Providers) interested in and capable of supporting their needs. The PEARLS Link™ matching engine captures listed programs, identifies program requirements and gauges Provider compatibility. A PEARLS Matching Agent then facilitates engagements by introducing each Program Sponsor to multiple Providers best suited to serve their program needs, assists in securing competitive service proposals and delivers relevant industry intelligence.

Both companies believe the service will assist subscribers in evaluating and comparing alternative providers for launching prepaid card programs. To best serve Program Sponsors to clarify operational roles and responsibilities, the intuitive engine is driven by a series of detailed questions about each new opportunity. The PEARLS Link matching engine logic utilizes the responses given to guide users through appropriate answer options that define exact program requirements. Program Sponsors can create as many programs as they wish during the subscription term. As an added value, anyone who signs up through the Paybefore website receives a bonus: one free month added to their chosen subscription term.

"Prepaid debit has many applications and not every provider is equipped with the technology and services to support them all," says Barry J. Kessler, chief executive officer, Prepaid Resources. "PEARLS emphasizes the importance of compatibility by helping users identify program requirements and connect with like-minded partners that can best support them on the most favorable terms."

"As an industry resource for vital information about the prepaid landscape, Paybefore understands the need that PEARLS addresses," said Steven Casco, president, Paybefore. "Enabling our readership to find potential business partners through PEARLS on our enhanced Resources page is another way Paybefore is supplying our subscribers with the information necessary to thrive in prepaid."

PEARLS benefits to its network members are many. Providers gain access to a continued pipeline of qualified and targeted program opportunities from informed Program Sponsors. Providers also receive discounted access to the "Prepaid Resources Tool Kit" and promotional exposure through their Prepaid Resources membership. For more details about PEARLS and the Prepaid Resources Tool Kit, please visit: www.prepaidresources.com/services.





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

About Paybefore

Paybefore is the leading provider of information to the rapidly growing network branded prepaid and stored value card industry. Our fully integrated family of media properties includes: the Paybefore News™, Paybefore Update™, and Paybefore Legal™ email newsletters; the Paybefore.com™ online portal; and the Paybefore Magazine™ print publication. Paybefore also produces the Paybefore Buyers Guide™ and Paybefore Awards™. As the network branded prepaid and stored value card industry continues to emerge and grow, Paybefore serves as a trusted partner.

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

