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PreCash Introduces First Transaction Fee Free Card as Part of New Lineup of Vision Visa® Prepaid Cards
As needs change, new cards let cash-based consumers switch pricing plans

HOUSTON, Feb. 17, 2010 –The first general purpose reloadable prepaid card with free transactions, the Vision Platinum Visa® Prepaid Card, is one of several unique prepaid cards PreCash, Inc. is introducing to the 65 million Americans without access to credit cards and other mainstream electronic payment methods. Vision Visa® Prepaid Cards are issued by The Bancorp Bank.

The Platinum Card rewards users who adopt the prepaid card as a lifestyle product for everyday use. The card is part of the prepaid card provider's move to offer flexible pricing for its Vision Visa Prepaid brand (www.visionprepaid.com), and to offer a greater choice of products that meet the diverse needs of consumers. Each of the plans – Vision Preferred, Vision Premier and Vision Platinum – provides a different range of features and services, including Direct Deposit, online bill pay, text message and e-mail alerts.

“No one else has something like this,” says John Chaney, chairman and CEO, PreCash. “Consumers are realizing prepaid cards can be their best alternative to credit cards and bank accounts for everyday payment needs. Our Vision Platinum Card rewards the person who uses a prepaid card frequently with free transactions, and we have cards that work well for any user regardless of how often they need it. We are the first to offer this much choice and control.”

Specifically, the pricing plans are:

- **Vision Platinum Visa® Prepaid Card.** The first general purpose reloadable card with free transactions, including free PIN transactions and ATM use. It's for those who spend \$1,000 or more monthly with a card.
- **Vision Premier® Visa® Prepaid Card.** For people who want the benefits of Direct Deposit but may not spend more than \$1,000 each month.
- **Vision Preferred® Visa® Prepaid Card.** For consumers who want a payment vehicle and prefer to load the card at retail locations.

“Vision Prepaid Visa Cards are flexible,” added Chaney. “Choose what's best for you now, and switch to another pricing plan as your needs change.”

Chaney noted that the Vision Prepaid Visa Cards advance how the prepaid card industry serves consumers and, potentially, it could do away with the one-size-fits-all approach.

“Our approach can be boiled down to this: However you're living, we've got the card for you.”

PreCash was founded in 1998 to provide payment options and opportunities not served by the traditional credit and debit-card models. PreCash offers many benefits to cash-paying customers, while also providing retailers and service providers access to this growing market segment.

For more information on the Vision Prepaid Visa Cards, visit www.visionprepaid.com. Vision Visa Prepaid Cards are issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. and may be used wherever Visa debit cards are accepted. The Bancorp Bank; Member FDIC.

About PreCash, Inc.

PreCash provides convenient, real-time payment solutions that convert cash into electronic payments for consumers who do not use traditional payment methods such as credit cards or bank accounts. PreCash offers its line of Vision Visa® Prepaid cards and other prepaid Visa and MasterCard® products, prepaid debit card program management services, real-time cash bill payments, prepaid wireless refills, payroll card products and more. The company has more than 5 million active customers and services more than 25,000 national retail, wireless dealers and independent retail locations nationwide. Founded in 1998, PreCash is headquartered in Houston, Texas, with additional offices in Portland, Oregon. For more information, visit www.precash.com, or www.visionprepaid.com.

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