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Arroweye Solutions and Total Card, Inc. Partner to Launch New Prepaid Card with Rewards

CHICAGO (February 11, 2010) – Arroweye Solutions and Total Card, Inc., today announced their partnership to launch a new-to-market prepaid option, the Jump Card Visa® Prepaid Card issued by The Bancorp Bank. The Jump Card includes a consumer rewards program, a benefit traditionally offered in the credit and debit industry, giving users a chance to accrue and redeem points on a range of items and services.

The Jump Card is managed under Total Card's new prepaid division, Whitebox Partners. With Arroweye's patented on-demand technology and zero-inventory model, Whitebox Partners can now offer several prepaid options in any co-branded form. The Jump Card is the first in-house product unveiled by Whitebox Partners.

"Arroweye has made the vision of Whitebox and its maiden product possible," said Doug Bobenhouse, President of Whitebox Partners. "They can literally print on-demand fully custom cards and carriers, encode, personalize and ship – all within 24 hours – drastically reducing the length of our supply chain and eliminating our inventory risk."

Arroweye Solutions recently entered the open loop industry, with the approval to manufacture and personalize Visa® and MasterCard® payment cards. Receiving certification by Visa and MasterCard established Arroweye as the first and only company to offer a fully-integrated process – combining front-end Web-based tools for card design and customization with an on-demand production operation that simultaneously prints, manufactures, personalizes and fulfills cards all within their Visa approved, secure facility.

"We're proud that Arroweye's integrated solution is able to facilitate Whitebox Partners and their entrance into the prepaid market with a truly innovative product," said Render Dahiya, CEO of Arroweye Solutions. "Our experience in back-end fulfillment and on-demand printing combined with their knowledge in the payments industry is going to enable endless opportunities to this category."

The new Jump Card, available now at www.myjumpcard.com, offers:

- Rewards for retailer gift cards, cash-back, air fare and more on every Visa signature purchase
- Special offers and discounts
- Free features including: direct deposit, bill payment, ATM withdrawal with each direct deposit, purchase transactions, real time text and email notifications
- No overdraft fees
- Innovative money management tools

Jump Card is issued by The Bancorp Bank pursuant to a license by Visa U.S.A. Inc. and may be used wherever Visa debit cards are accepted. The Bancorp Bank; Member FDIC.

MasterCard is a registered trademark of MasterCard International Incorporated.

About Arroweye Solutions, Inc.

Arroweye is a card marketing and production partner that provides just-in-time, highly customized plastic gift, incentive and payment cards and carriers. With a unique combination of web-based design tools and on-demand manufacturing and personalization capabilities, Arroweye is the only fully-digital manufacturer of plastic within the open- and closed-loop industries. The company also provides gifting solutions, including customized greeting cards, branded card communications programs and a suite of stored value gift card solutions. Arroweye was founded in 1999 and is based in Chicago, IL.

For more information on Arroweye's full suite of services, visit www.arroweye.com.

About Whitebox Partners, LLC.

Whitebox Partners is an innovative prepaid program management company driven by a passion to deliver unmatched, relevant value for our consumer customers and high visibility, cost effective, measurable brand loyalty for our corporate co-brand partners. Whitebox Partners is a subsidiary of Total Card, Inc., a leading provider of payment processor and call center support services with strong, stable infrastructure, an entrepreneurial, nimble leadership team with over 150 years of combined payments experience and most importantly - the resources to design, build, launch and manage successful programs. For more, visit www.whiteboxpartners.com.

About The Bancorp Payment Solutions Group

The Bancorp Payment Solutions Group, a division of The Bancorp Bank ("Bancorp"), a wholly owned subsidiary of The Bancorp, Inc. (Nasdaq: TBBK), offers secure, creative and innovative payment solutions to the prepaid card industry. As a leading issuer of prepaid cards, The Bancorp Payment Solutions Group contributes to the success of Fortune 500 companies through the development of cutting-edge prepaid card programs that meet the rapidly changing needs of the prepaid industry. Through long-standing relationships with the MasterCard, Visa, and Discover card associations, leading program managers and processors, The Bancorp Payment Solutions Group designs innovative and flexible prepaid card programs which deliver outstanding results. For more information about The Bancorp Payment Solutions Group please visit www.thebancorppsg.com.