**FOR IMMEDIATE RELEASE: Month, Date, Year**

**(Bank Name) Launches Pre-Paid Debit Card Accounts:**

Offers Alternative to Traditional Checking and Cost-Effective Payroll Solution for Employers

Month, Date, Year - City, State. – (Bank Name) today announced the launch of a reloadable pre-paid debit card program created as a full-service alternative to traditional checking. Ideal for students, travelers and those looking for more security when shopping online, the pre-paid program also provides low-cost, feature-rich access for those who have not had a traditional checking account.

"(Bank Name) leads the way in developing innovative products which open doors to banking for those who may otherwise not have a way to manage their finances," said (Name), (Title) of (Bank Name). "Our new prepaid account puts customers in control of their funds and, for many, is the first step to establishing a relationship with the bank."

Because the account is designed around a pre-paid MasterCard® debit card, it's accepted at millions of retailers and can be used to establish recurring automatic payments as well as access cash at ATMs. Travelers and online users will appreciate the security the account provides by keeping funds on the card separate from their primary accounts. Students and young adults can take advantage of online account management tools and the ability to reload the card regardless of location.

"With the increase of online account fraud and identity theft, the prepaid debit account offers a safe, convenient alternative way to travel and shop without the risk of someone gaining access to your checking or savings," (Name) said. "For our students, the card is a way to learn how to manage their finances and establish independence."

With our prepaid debit business account, employers will have a card solution that makes payroll simple, safe and efficient. It enables employers to streamline the payroll process and helps improve the bottom line by reducing processing and check fees. It also provides an electronic payment option for employees who may not otherwise have a checking account. Combined with (Bank Name’s) suite of business products such as (product A and product B), clients now have access to a complete business-banking package.

The (Bank Name) prepaid card program is offered through The Community Bank Prepaid Program launched in 2010 by ABA Business Solutions, a subsidiary of the American Bankers Association, with partners MasterCard Worldwide and TransCard, a prepaid processor and program manager headquartered in Chattanooga, Tenn.

For more information about (Bank Name), the prepaid debit account or the prepaid debit business account, please contact (Name, Title, Email, Phone Number)

About (Bank Name):

Member FDIC