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Leading Prepaid Issuer Turns to The BrandBank

The Bancorp Bank Payment Solutions Group Tabs Firm for Advertising Campaign

MINNEAPOLIS, MN – One of the nation’s largest and most respected prepaid card issuers has selected The BrandBank to assist with its new advertising campaign for 2011, the company recently reported. The Bancorp Bank Payment Solutions Group selected the Minneapolis-based marketing consultant to assist in developing a new campaign to illustrate the bank’s strength and growth in prepaid in recent years.

The Bancorp Bank Payment Solutions Group offers secure, creative and innovative prepaid products. As a leading prepaid card issuer in the network branded prepaid card industry, The Bancorp Bank has contributed to the success of thousands of organizations by offering innovative solutions that enhance existing payment processes. The Bancorp Bank is one of the fastest-growing issuers of network branded prepaid cards and is a top five prepaid issuer for both Visa® and MasterCard®.

“We have been pleased with BrandBank’s approach to our project,” says John Barbella, Senior Vice President for the Payment Solutions Group. “They really understand the nuances of the banking and prepaid industries so we spent very little time educating them on what we do. They rolled up their sleeves immediately and were able to deliver a number of concepts that worked for us.”

Barbella says that most of the work The BrandBank has completed for them will be used within industry trade publications and exhibitions in 2011 and possibly longer.

“The Bancorp Payment Solutions Group is very easy to work with,” says Tom Grady, Co-Founder and Senior Marketing Director for The BrandBank. “They really are a market leader in the prepaid industry. We are pleased that our concepts hit the mark for them.”

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About The BrandBank

The BrandBank is a full-service marketing firm providing business solutions to community and independent banks. It specializes in designing and executing unique brand identities that distinguish its bank clients. The BrandBank works directly with bank owners and senior management to create and implement an integrated strategy to immediately improve brand recognition, strengthen customer loyalty and increase profitability. Its product and service offerings include brand development, advertising, website enhancements, e-newsletters, strategic marketing, product/service launches and customer communications.

For more information, visit: **BrandBankUSA.com**.