



## **Green Dot Hires Eric Duehring as General Manager of Green Dot Cards**

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### **Newly-Created Position to Focus on Green Dot Card Sales and Brand Marketing**

MONROVIA, Calif., Aug 30, 2011 (BUSINESS WIRE) -- Green Dot Corporation (NYSE: GDOT), a leading prepaid financial services company, today announced that it has hired marketing and branding expert Eric Duehring as general manager of the Green Dot-branded Card business unit. Mr. Duehring will work alongside general managers responsible for Green Dot's other business units, including Private Label, Green Dot Network and Government.

In this role, Mr. Duehring will oversee Green Dot-branded card sales, in retail and online, in addition to related Green Dot marketing activities to drive customer acquisition and retention. He will focus on optimizing the Green Dot brand presence at retail point-of-sale locations, as well as growing the online channel through mobile marketing, social media, and search engine marketing efforts.

"Eric's experience building household brands aligns perfectly with our vision to broaden our target market as Green Dot becomes an increasingly mainstream brand," said Mark Troughton, President, Cards and Network, at Green Dot Corporation. "We are excited to welcome Eric to the team and we look forward to his contributions."

Mr. Duehring possesses more than 20 years of marketing and brand-building expertise with companies such as AOL/Time Warner, Microsoft Corporation, and Sara Lee Corporation. Most recently, Mr. Duehring held the position of senior vice president, global brand and general manager, U.S. consumer sales, at Rosetta Stone, where he was responsible for global brand marketing, ecommerce, PR, retail sales, online acquisition and retention, creative development, advertising, product marketing, and social media.

### **About Green Dot Corporation**

Green Dot is a leading prepaid financial services company providing simple, low-cost and convenient money management solutions to a broad base of U.S. consumers. Green Dot also owns and operates the Green Dot Network, the nation's leading prepaid card reload network. Green Dot products are available online at <http://www.greendot.com> and at more than 55,000 retail stores, including Walmart, Walgreens, CVS, Rite Aid, 7-Eleven, Kroger, Kmart, Meijer, and Radio Shack. Green Dot is headquartered in the greater Los Angeles area. For more details, visit <http://www.greendot.com>.

SOURCE: Green Dot Corporation

### **Green Dot Media:**

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