



Green Dot Partners with Blackhawk Network to Expand Product Availability

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Green Dot Prepaid Debit Card Products Coming to Blackhawk's Vast Retail Network

MONROVIA, Calif., Oct 11, 2011 (BUSINESS WIRE) -- Green Dot Corporation (NYSE: GDOT), a leading prepaid financial services company, today announced that it has entered into an agreement with Blackhawk Network to sell Green Dot brand general purpose reloadable debit cards through Blackhawk's network of retail partners. Blackhawk Network is a leading provider of prepaid and financial payments products for consumers and businesses.

Through this agreement, Green Dot expects its prepaid debit card products to be available at 10,000 Blackhawk Network Prepaid Center locations over the next 24 months. Initially, the expected rollout will begin with 5,000 locations. Green Dot's prepaid products are currently available at more than 55,000 retailers in the United States.

"Blackhawk's large network of retail locations provides a great platform for Green Dot to further expand its national reach," said Mark Troughton, Green Dot's President of Cards and Network.

"This partnership ultimately benefits consumers throughout the country by making it easier for them to find the prepaid products they need for their everyday finances," said Talbott Roche, President, Blackhawk Network. "As we expand our network, we will continue to look for ways to increase convenience and value for the consumers who depend on us."

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>.

About Blackhawk Network

Blackhawk Network, a subsidiary of Safeway Inc., is a leading provider of prepaid and financial payments products for consumers and businesses. The company's Gift Card Mall(TM) offers the industry's most popular prepaid gift card and telecom products. Gift Card Mall reaches more than 165 million people each week through an exclusive network of leading grocery stores, big box, convenience, pharmacy, and specialty stores and is available through Internet retailers including GiftCardMall.com. Blackhawk Network's business solutions include reward and incentive programs that offer choice and flexibility through a wide array of card brands, custom designed Visa(R) prepaid cards and fulfillment options.

Headquartered in Pleasanton, California, Blackhawk Network Inc. has offices in the United States, Australia, Canada, France, Mexico and the United Kingdom. For more information about Blackhawk Network visit <http://www.blackhawknetwork.com> and <http://www.giftcardmall.com>.

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SOURCE: Green Dot Corporation

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