



Green Dot Invites Consumers to “Break Free” with National TV Ad Campaign

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New TV Spot Features a Catchy Theme Song Praising Merits of Green Dot Cards

PASADENA, Calif.--(BUSINESS WIRE)--Sep. 25, 2012-- Green Dot Corporation (NYSE: GDOT), a provider of widely distributed, low-cost banking and payment solutions, launched a new national TV advertising campaign for the company's market-leading suite of prepaid debit cards. The 30-second spot, titled “Break Free”, uses an original song to sum up Green Dot's simple value proposition: its reloadable prepaid card is a truly hassle-free alternative to a traditional checking account. The spot is scheduled to air through 2013.

[The TV spot](#) introduces singer/songwriter, and former “The Voice” contestant, Pamela Rose Rodriguez as a fresh voice for the Green Dot brand. Her catchy “Break Free” song conveys the feelings of financial control and confidence that cardholders experience with Green Dot. With her natural warmth and captivating smile, Pamela brings the Green Dot card brand and benefits to life.

“The strategy behind this energetic and optimistic ad is to communicate the Green Dot brand promise in a way that really sticks with consumers,” said Julie Mazman, SVP of Marketing for Green Dot Corporation. “Pamela is working hard to pursue her career ambitions while supporting herself along the way – a balancing and budgeting act that many of our customers can relate to. Pamela also represents the millions of consumers who long to ‘Break Free’ from their high and unpredictable ‘big bank’ fees.”

Earlier this year, Green Dot was honored by consumer advocacy website, Cardhub.com, as the best prepaid card alternative to a checking account.¹

¹ Cardhub.com “Prepaid Cards Report 2012”

About Green Dot

Green Dot is a publicly traded bank holding company regulated by the Board of Governors of the Federal Reserve System. The Company provides widely distributed, low cost banking and payment solutions to a broad base of U.S. consumers. Green Dot's products and services include its market leading category of General Purpose Reloadable (GPR) prepaid cards and its industry-leading cash transfer network which are available directly to consumers online and through a network of approximately 60,000 retail stores nationwide where 95% of Americans shop. Green Dot is headquartered in the greater Los Angeles area. For more details, visit www.greendot.com.

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