



Mossy Oak Announces New Prepaid Debit Card Exclusively at Walmart

Dec 14, 2012

WEST POINT, MS, December 14, 2012 – With hunting season in full swing and the Holidays just around the corner, Mossy Oak is excited to announce the introduction of the Mossy Oak Walmart MoneyCard, a prepaid Debit MasterCard® issued by GE Capital Retail Bank with program management provided by Green Dot Corporation (NYSE: GDOT). The Card, featuring Break-Up Infinity® camouflage design, is now available exclusively at nearly 2,000 participating Walmart stores nationwide.

The Walmart MoneyCard is a reloadable prepaid debit card that helps people manage their money conveniently and safely with no overdraft fees and no penalty fees.

Mossy Oak Walmart MoneyCards can be found on sale at participating stores in the Walmart MoneyCenter, in the check-out lanes, as well as in the hunting section. No bank account or credit check is required to get one. The card can be used anywhere Debit MasterCard® is accepted and is easy to reload with cash and checks in person at Walmart or via online bank transfer at WalmartMoneyCard.com.

"It makes perfect sense, with all the offerings Walmart has for hunters and outdoors enthusiasts, that there is a Mossy Oak camouflage card option," said Chris Paradise, Senior Vice President/Chief Sales Officer at Mossy Oak. "Walmart produces many specialty cards and now there's one for hunters!"

About Haas Outdoors Inc.

Haas Outdoors Inc. is headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak (www.mossyoak.com). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. is the outdoor industry leader in modern camouflage design, international licensing and marketing. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, MOOSE Media, Nativ Nurseries, and Mossy Oak Properties. Walmart is an official licensee of Haas Outdoors Inc.

About GE Capital Retail Bank

GE Capital's Retail Finance business is among the country's most successful retail lenders, with more than 75 years of experience in consumer financing. The business, which originates loans as a unit of GE Capital Retail Bank, provides customized credit programs to retailers and consumers in the United States and Canada that help drive sales. This includes private label and bankcard credit programs to major national, regional and independent retailers in the U.S., as well as private label credit programs, promotional and installment lending, bankcards and financial services for consumers through dealers; contractors; manufacturers; healthcare practices; and service providers across nearly 20 industries. We are not just bankers; we help clients build better businesses. More information can be found at www.gogecapital.com and twitter.com/GoGECapital.

About Green Dot

Green Dot is a publicly traded bank holding company primarily 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-percent of Americans shop. Green Dot is headquartered in the greater Los Angeles area. For more details, visit www.greendot.com.

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