



EVENT REMINDER: Green Dot to Launch New Mobile Bank Account on January 15, 2013

January 15, 2013

Green Dot Corporation (NYSE: GDOT):

What: Green Dot Corporation (NYSE: GDOT) will hold a live event and simultaneous live streaming video conference call for media, analysts and investors to introduce its new mobile bank account product today, January 15, 2013.

Following remarks from Green Dot founder and CEO Steve Streit and a demonstration of the new product by Sam Altman, EVP of Mobile Products and Technology, members of the media are invited to participate in a question and answer session. Participating analysts and investors may join the call in listen-only mode.

A live audio/video webcast will be made available to the general public at <http://mobilenews.greendot.com>. A replay of the presentation will be available after the event at the same website address.

When: Tuesday, January 15, 2013

1:30 p.m. Eastern Time / 10:30 a.m. Pacific Time

Where: Live Event – Madrone Studios, 1417 15th Street, San Francisco, CA, 94103

Live Streaming Video – <http://mobilenews.greendot.com>

Live Audio Conference Call – 866.524.3160(US) / 412.317.6760(Int'l)

Conference ID – GREEN DOT

Who: Steve Streit, Chairman and CEO, Green Dot Corporation

Sam Altman, EVP of Mobile Products and Technology, Green Dot Corporation

Source: Green Dot Corporation

Media Contact:

ICR

Brian Ruby, 203-682-8268

Brian.Ruby@icrinc.com

or

Investor/Analyst Contact:

Green Dot Corporation

Christopher Mammone, 626-765-2427

IR@greendot.com