



Green Dot Announces Multi-Year Marketing Partnership with Comedian and Television Host Steve Harvey

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PASADENA, Calif.--(BUSINESS WIRE)--Oct. 8, 2015-- [Green Dot Corporation](#) (NYSE:GDOT), America's largest selling brand of reloadable prepaid debit cards, today announced it has entered into a new multi-year marketing partnership with comedian, television host, radio personality, actor and author [Steve Harvey](#) to serve as celebrity spokesperson and brand ambassador for all products issued by Green Dot Bank. Green Dot has been a sponsor of Mr. Harvey's top rated daytime syndicated talk show since 2013.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20151008005370/en/>



Steve Harvey will serve as Green Dot's celebrity spokesperson and brand ambassador for all products issued by Green Dot Bank. (Photo: Business Wire)

Green Dot and Steve Harvey are teaming up to promote Green Dot Bank's products and services nationwide in a brand campaign that will include point-of-sale materials at retail, advertising, public relations, social media and original content creation. The partnership will also include product integrations featuring the Green Dot brand and GoBank brand into several of Steve Harvey's television and radio properties that reach a combined audience of approximately 50 million people.

"We are thrilled to partner with Steve Harvey on a national marketing campaign to achieve broader brand recognition, greater brand equity and higher consumer preference for our products," said Steve Streit, Chairman and CEO of Green Dot. "Steve is incredibly relatable and charismatic and is widely recognized for supporting programs that make a difference in the lives of everyday people, which aligns perfectly with our mission to reinvent personal banking for the masses. We are very grateful to have Steve's endorsement and look forward to his future support in helping Green Dot achieve its business goals while helping to introduce

millions of Americans to our products and services so they can achieve their banking and money management goals."

Green Dot products are featured in the Emmy-award winning daytime talk show, "Steve Harvey," for a third consecutive year, honoring individuals making a difference in their communities. Green Dot is also now featured in "Family Feud," the long-running syndicated game show Harvey has hosted since 2010. You can see clips of how Green Dot and Steve Harvey have partnered together over the past two years by clicking [here](#) or visiting [SteveHarveyTV.com](#).

"Today, I joined forces with a company I genuinely believe in," said Steve Harvey. "Green Dot is a financial institution that continues to reinvent, educate, and improve how Americans manage their money, no matter how much money they have. Together, we will deliver new and adventurous ideas to reshape and simplify the complex financial world for millions of people."

Green Dot invented the prepaid card industry fifteen years ago and is America's only nationally advertised brand of general purpose reloadable prepaid cards. Steve Harvey began his career doing stand-up comedy in the mid-1980's. His stand-up success has led to an award-winning career as a top-rated radio host, entrepreneur, best-selling author, game show host, philanthropist and recipient of a star on the Hollywood Walk of Fame and BET's Humanitarian of the Year award. With a wide range of fans from kids to adults of all ages, Mr. Harvey remains true to making personal connections through faith, uplifting words and actions, and everyday life, all while sharing laughs and good times worldwide. He is widely known for his savvy business sense, and genuine passion for his family and helping others.

About Green Dot Corporation

Green Dot Corporation, along with its wholly owned subsidiary bank, Green Dot Bank, is a pro-consumer financial technology innovator with a mission to reinvent personal banking for the masses. Green Dot invented the prepaid debit card industry and is the largest provider of reloadable prepaid debit cards and cash reload processing services in the United States. Green Dot is also a leader in mobile technology and mobile banking with its award-winning GoBank mobile checking account. Through its wholly owned subsidiary, TPG, Green Dot is additionally the largest processor of tax refund disbursements in the U.S. Green Dot's products and services are available to consumers through a large-scale "branchless bank" distribution network of more than 100,000 U.S. locations, including retailers, neighborhood financial service center locations, and tax preparation offices, as well as online,

in the leading app stores and through leading online tax preparation providers. Green Dot Corporation is headquartered in Pasadena, Calif., with additional facilities throughout the United States and in Shanghai, China.

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Source: Green Dot Corporation

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