



Green Dot Files Definitive Proxy Statement and Sends Letter to Shareholders

April 18, 2016

Urges Shareholders to Vote "FOR" the Election of Green Dot's three Highly Qualified Nominees on the WHITE Card

2016 Annual Meeting Materials Now Available at www.GDOTValue.com

PASADENA, Calif.--(BUSINESS WIRE)--Apr. 18, 2016-- Green Dot Corporation (NYSE:GDOT) (the "Company") today announced it has filed with the Securities and Exchange Commission ("SEC") its definitive proxy materials in connection with the Company's 2016 Annual Meeting of Stockholders and is mailing the materials to its shareholders. Green Dot shareholders of record as of the close of business on March 31, 2016 are entitled to vote at the 2016 Annual Meeting.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160418006752/en/>

Green Dot's Board of Directors also sent a letter to shareholders urging shareholders to vote "FOR" Green Dot's highly qualified slate of nominees, Steven W. Streit, Timothy R. Greenleaf and Michael J. Moritz, on the **WHITE** proxy card by telephone, Internet, or mail. These Green Dot incumbent nominees possess a valuable combination of financial, technology and public company expertise that has been instrumental in guiding the Company to its undisputed leadership position as the largest, most respected, highest revenue and most profitable prepaid company in America.

(See: Green Dot's Letter to Shareholders)

The letter to shareholders can be viewed at the recently launched 2016 Annual Meeting website www.GDOTValue.com. The website will be updated as additional information becomes available. The definitive proxy statement and letter to shareholders can also be viewed on the SEC's website, www.sec.gov.

About Green Dot

Green Dot Corporation, along with its wholly owned subsidiary bank, Green Dot Bank, is a pro-consumer financial technology innovator with a mission to provide a full range of affordable and accessible financial services to 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 approximately 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.

Important Additional Information

The Company has filed a definitive proxy statement (the "Proxy Statement") and accompanying **WHITE** proxy card with the Securities and Exchange Commission (the "SEC") on April 18, 2016 in connection with the solicitation of proxies for the 2016 Annual Meeting of Stockholders. **GREEN DOT STOCKHOLDERS ARE URGED TO READ THE PROXY STATEMENT (INCLUDING ANY AMENDMENTS OR SUPPLEMENTS THERETO), THE ACCOMPANYING WHITE PROXY CARD AND ANY OTHER RELEVANT DOCUMENTS THAT GREEN DOT WILL FILE WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION.**

The Company, its directors and certain of its executive officers will be participants in the solicitation of proxies from stockholders in respect of the 2016 Annual Meeting of Stockholders. Information regarding the names of the Company's directors and executive officers and their respective interests in the Company by security holdings or otherwise is set forth in the Proxy Statement. Investors and stockholders may obtain a copy of the definitive proxy statement and other documents filed by the Company free of charge from the SEC's website, www.sec.gov. Green Dot stockholders may obtain, without charge, a copy of the definitive Proxy Statement and other relevant filed documents by directing a request by mail to Green Dot Corporation, 3465 East Foothill Blvd., Pasadena, California 91107, Attn: Investor Relations, or from the Company's website, www.greendot.com or the Company's proxy solicitor for the 2016 Annual Meeting, Innisfree M&A Incorporated, toll-free at (877) 800-5186 (banks and brokers may call collect at (212) 750-5833).

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