

Green Dot® MoneyPak®

GENERAL INFORMATION

Who is Green Dot?

Founded in 1999, Green Dot Corporation is a leading provider of retail-based financial services for America's underserved community. The company offers consumers a comprehensive portfolio of financial products and services through thousands of leading retailer locations nationwide. Green Dot's suite of products include Green Dot MasterCard®, Visa® and Discover® branded prepaid debit cards, Green Dot credit cards, gift cards and the Green Dot MoneyPak®.

What is the Green Dot MoneyPak?

The Green Dot MoneyPak is a financial tool that provides a safe, convenient and efficient way for consumers to turn their cash into a digital form of payment so they can use cash to:

- make purchases/pay bills online or over the phone
- add funds to a variety of accounts
- reload a prepaid card

The MoneyPak is non-reloadable but can be use for multiple transactions. Once the MoneyPak balance reaches \$0, consumers would purchase a new MoneyPak for additional transactions. Over \$3 billion in cash transactions will take place via the MoneyPak in 2008.

How big is the marketplace opportunity for Green Dot?

There are more than \$2 billion cash payments each year. The consumer segments are illustrated in the table below.

How does Green Dot benefit Chase Paymentech merchants?

Green Dot MoneyPak is a low-cost payments method that enables merchants to reach consumer segments they may not have previously been able to access. They will gain new customers and new sales. The MoneyPak is less expensive for merchants to process than credit cards, debit cards or Automated Clearing House (ACH) transactions. Green Dot guarantees the funds for all authorized MoneyPak transactions and there are no possible chargebacks.

How does Green Dot work in the online marketplace?

Consumers will purchase a MoneyPak at participating retailers. One purchased, consumers will be able to use the MoneyPak to complete the purchase using the unique MoneyPak number. Consumers will simply select the Green Dot MoneyPak as the payment method at checkout and enter their MoneyPak number and the amount they wish to use.

How many Green Dot MoneyPak cards are in circulation?

Green Dot estimates annual sales of 15 million MoneyPaks totaling over \$3 billion in 2008.

How many merchants are accepting Green Dot today?

The Green Dot MoneyPak is accepted by a variety partners today. Some examples include:

- DISH Network for equipment purchase, installation and monthly bill payment
- DIRECTV for equipment purchase
- MetroPCS for monthly bill payment
- TVG for funding online account
- Credit card companies for monthly payments
- Collection agencies for payments
- Over 100 prepaid card programs for reloads

THE GREEN DOT MARKETPLACE

Unbanked and Underbanked Adults

- 35 million adults without a checking account
- 20 million consumers with maxed-out credit cards

Teens

- 20 million teens who have not established their own banking relationships

Cash Preferring Customers

- Consumers who have online security concerns
- Consumers who prefer the control aspect of cash



How many merchant locations sell Green Dot MoneyPaks today?

The Green Dot MoneyPak is available at over 50,000 locations throughout the U.S. Leading national retailers selling Green Dot MoneyPaks include Wal-Mart, Walgreens, CVS/Pharmacy, Rite Aid, Long's Drugs, Meijer and Kroger; and include Kroger store chains Food4Less, Fred Meyer, King Soopers, Ralphs and Smith's.

How can a retailer sell Green Dot MoneyPaks?

Merchants interested in offering the MoneyPak through their retail channels may contact Robert Ross, Director of Business Development for Green Dot Corporation. Mr. Ross can be reached via e-mail at rross@greendotcorp.com or via telephone at 626.775.3458 or 310.775.3458.

What is the difference between a Green Dot MoneyPak and a Green Dot prepaid card?

A Green Dot MoneyPak has a lower price point than the prepaid card and no monthly fees. Unlike the prepaid cards, it is not branded with a Visa or MasterCard logo. Additionally, there are no chargebacks for merchants and processing costs are lower.

Can the Green Dot MoneyPak be used for purchases in a retail location?

No.

Can the Green Dot MoneyPak be used for recurring transactions?

Yes. However, since the MoneyPak is a non-reloadable product, it is more ideal for the type of recurring payments initiated by consumers, as opposed to merchants (i.e. automated monthly billing).

CONSUMER QUESTIONS

How do consumers purchase Green Dot MoneyPaks?

To purchase a MoneyPak, consumers:

1. Visit one of the Green Dot retail locations. www.getmygreen.com has a store locator that consumers can use to find a location near them.
2. Pick up a MoneyPak from the prepaid product section.
3. Take it to the cashier and purchase it for the desired amount. The cashier specifies the MoneyPak amount via the Point of Sale (POS), charges a \$4.95 fee and completes the transaction.
4. The MoneyPak number (a unique 14-20-digit number on the back of the packaging) is now associated with the amount of purchase.

Consumers can then use the unique MoneyPak number to pay bills, make purchases or transfer to a prepaid debit card.

Why would consumers use the Green Dot MoneyPak?

Customers who do not have bank accounts or are concerned with online security are strong candidates for use of Green Dot's MoneyPak.

Are there any consumer charges for using Green Dot MoneyPaks?

The MoneyPak purchase fee is \$4.95 for most Green Dot retailers, except for Wal-Mart at \$4.64 and Meijer at \$4.50.

What is the dollar limit that can be loaded per card?

The maximum limit for most Green Dot retailers is \$500. Certain retailers support limits up to \$1,100.

What are Green Dot's typical customers and purchase patterns?

Green Dot's customer data and research indicate that:

- 70% of Green Dot MoneyPak purchasers have online access
- The average Green Dot MoneyPak load is \$180
- More than 75% of Green Dot MoneyPak transactions are from repeat users

How secure are Green Dot transactions?

Green Dot is PCI compliant. Each MoneyPak is associated with a unique number so only the consumer that purchased it can use it.

What about privacy?

Green Dot transactions are anonymous. Consumers are not required to provide personal information to purchase the MoneyPak.

IMPLEMENTATION AND INTEGRATION

What are the requirements for a merchant to offer Green Dot MoneyPak?

Merchants must be based in the United States and conduct the transaction in U.S. dollars. Merchants are required to maintain sound business and financial policies. Green Dot MoneyPak is not available to merchants in the online gambling or adult content industries.

How can my company integrate the Green Dot MoneyPak into our current Chase Paymentech interface?

You can use Chase Paymentech's 120-byte batch technical specification (Rev. 2.0 – 3.0 or higher), Online technical specification (Rev. 1.7 or higher) or Spectrum (Rev. 2.0 or higher).

Do I have to complete a contract addendum or execute other legal documents to accept MoneyPak transactions?

You will have to sign a Green Dot MoneyPak Letter of Agreement. For existing Chase Paymentech merchants, your Account Executive can help determine if a contract addendum is required.

What are the guidelines for adding MoneyPak acceptance to my company's website?

Green Dot has developed acceptance guidelines that can help you properly communicate MoneyPak acceptance to your customers. Your Sales Representative or Account Executive can provide you with a copy of these guidelines.

SETTLEMENT, REPORTING AND RETURNS

Are Green Dot MoneyPak deposits grouped with my other payment method deposits?

Yes, your MoneyPak deposits will be grouped with your other deposits.

Please explain the funding timeframes.

You will receive funding for your transactions on a daily basis, provided it is a business day and you submitted any MoneyPak transactions prior to 10 p.m. ET the previous day.

Where will I find MoneyPak information on my financial reports?

MoneyPak will be listed as another Method of Payment on your financial reports. They are included in all financial reporting in the same way as other transactions processed by Chase Paymentech.

Will I be able to research MoneyPak transactions?

MoneyPak transactions are posted to the Paymentech Online Transaction History database. You can research them the same way you research all other transactions processed by Chase Paymentech.

How are chargebacks managed?

Consumers do not have chargeback rights with MoneyPak transactions, similar to cash.

Since there are no chargebacks, how are refunds managed?

With the MoneyPak, you have the flexibility to determine how you want to manage refunds. You may choose to refund a MoneyPak via a refund transaction through Chase Paymentech, or provide refunds in another tender. You should handle MoneyPak transactions in accordance with your company's established refund policies.

To learn more, please contact your Chase Paymentech representative, visit us at www.chasepaymentech.com or call 1.800.788.6010.