



**FOR IMMEDIATE RELEASE**

**ACE CASH EXPRESS AND NETSPEND® CORPORATION PRESENT  
LOCAL FAMILIES WITH PREPAID RELOADABLE DEBIT CARDS**

**DALLAS, January 26, 2009** – In a joint partnership, ACE Cash Express, Inc., the largest owner and operator of check cashing stores in the United States and the second largest owner and operator of short-term consumer loan stores in the United States, and NetSpend Corporation, one of the leading providers of prepaid reloadable debit cards in the United States, presented five local families with a \$100 March of Dimes® prepaid reloadable debit card.

The families selected to receive the prepaid reloadable debit cards recently completed *Comenzando Bien*, a prenatal education program through the March of Dimes and AVANCE-Dallas. Representatives from ACE Cash Express, NetSpend Corporation, March of Dimes and AVANCE-Dallas all attended the January 20 presentation at AVANCE's Dallas office.

“ACE is proud to partner with NetSpend to present these families with the March of Dimes prepaid debit card,” said ACE CEO Jay Shipowitz. Giving back to the community is an important part of our culture at ACE. These families are provided with an opportunity to give back as well, as a percentage of all purchases made with this card are donated to March of Dimes.”

When pregnant women receive regular and adequate medical attention, maintain a healthy lifestyle, receive sound nutrition and reduce their levels of stress, the risks of low birth weight, birth defects and infant mortality decrease.

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Hispanic women in Texas comprise a rapidly growing percentage of the state's population, yet have measurably reduced access to prenatal care as compared to white, non-Hispanic women. Due to problems of access to care, language barriers and other factors, the percentage of pregnant Hispanic women receiving adequate prenatal care is lower than pregnant white, non-Hispanic women. A high percentage of Hispanic women receive no prenatal care at all in Texas.

“AVANCE-Dallas is pleased to partner with March of Dimes and ACE as together, we embrace and care for our community's youngest citizens,” said AVANCE-Dallas Executive Director Lisa Oglesby Rocha. “Our children are the bricks and the mortar that make up the foundation for Dallas' future. We must raise them well.”

“NetSpend is honored to be a continuing part of the March of Dimes' mission and helping families in need for prenatal care,” said Daniel R. Henry, chief executive officer for NetSpend. “Our partnership with ACE for the March of Dimes prepaid debit cards has been very rewarding, and we're happy to contribute our products to such a meaningful cause.”

The March of Dimes prepaid reloadable debit cards are marketed by NetSpend Corporation and sold in ACE Cash Express retail locations throughout the United States. ACE Cash Express supports March of Dimes through its Community Fund and a portion of all proceeds from purchases made with these NetSpend prepaid reloadable debit cards will be donated to March of Dimes in support of healthy babies.

#### **About ACE Cash Express**

ACE Cash Express, Inc. is a leading retailer of financial services, including short-term consumer loans, check cashing, bill payment and prepaid debit card services. ACE is the largest owner and operator of check cashing stores in the United States and the second largest owner and operator of short-term consumer loan stores in the United States. As of January 26, 2009, ACE had a network of 1,802 stores in 38 states including the District of Columbia, consisting of 1,718 company-owned stores and 84 franchised stores. ACE focuses on serving consumers, many of whom seek alternatives to traditional banking relationships in order to gain convenient and immediate access to financial services. For additional information about ACE, visit [www.acecashexpress.com](http://www.acecashexpress.com).

**About NetSpend Corporation**

NetSpend Corporation is one of the premier providers of innovative, accessible prepaid debit cards which empower consumers with the convenience, security and freedom to be self-banked. NetSpend achieves its mission by serving its customers anytime and anywhere, being trustworthy, reliable, and delivering innovative high value products and features. NetSpend's proprietary processing platform allows it to support prepaid card programs end-to-end from customer acquisition and card fulfillment to customer service and risk management. The NetSpend® Prepaid Card Network includes leading consumer brands and companies serving the un-banked and under-banked markets, and its strategic relationships include card issuers, EFT networks and payment card associations. For more information, visit [www.netspend.com](http://www.netspend.com).

**About March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies. For the latest resources and information, visit [www.marchofdimes.com](http://www.marchofdimes.com) or [www.nacersano.org](http://www.nacersano.org).

**About AVANCE**

Since 1973, AVANCE has helped parents prepare their children for school by focusing on what parents can do during the critical first three years of their child's life. AVANCE serves primarily Hispanic families in low-income, at-risk communities with a research-proven program model that is preventative, community-based, two-generation focused and comprehensive in scope. The word AVANCE is a Spanish word meaning "to advance" or "to progress". In simple terms, this is the goal of all families: "to progress in this world and make a better life for their children and their family."

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