

The Bancorp Bank Teams Up with AccountNow

Wilmington, DE – March 24, 2010 – The Bancorp Bank Payment Solutions Group, a division of The Bancorp Bank (“Bancorp”), a wholly owned subsidiary of The Bancorp, Inc. (Nasdaq: TBBK), today announced a collaboration with AccountNow, a leading marketer of Visa® and MasterCard® branded prepaid cards for the estimated 40 million strong underbanked consumer market.

AccountNow addresses the needs of the growing population of consumers that are seeking to use credit responsibly. The AccountNow Gold Visa Prepaid Card can help cardholders build credit history by paying bills online to demonstrate their credit worthiness and through the credit builder program which reports bill payment history to PRBC, a credit bureau.

“We are excited to announce our relationship with AccountNow, a leader in the General Purpose Reloadable prepaid space, at a time when consumer demand and adoption for this product continues to increase. The AccountNow program is a wonderful alternative to a traditional bank account and we believe that the strength and commitment of The Bancorp will greatly enhance the AccountNow offering,” stated Jeremy Kuiper, Managing Director – The Bancorp Payment Solutions Group.

“By aligning with The Bancorp, we have chosen a partner that can take the AccountNow program to a new level,” said James Jones, Chief Executive Officer of AccountNow.

For further information regarding The Bancorp Bank’s payment solutions please contact Lindsey Frank at 952-449-6014.

AccountNow Gold Visa Prepaid Card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc and may be used wherever Visa debit cards are accepted. The Bancorp Bank; Member FDIC.

Obtaining Your Card: The USA PATRIOT Act is a federal law that requires all financial institutions to obtain, verify, and record information that identifies each person who opens a Card Account. What this means for you: When you open a Card Account, we will ask for your name, address, date of birth, and other information that will allow us to reasonably identify you. We may also ask to see your driver's license or other identifying documents at any time.

About AccountNow, Inc.

AccountNow, headquartered in San Ramon, California, is a leading provider of financial solutions for the 40 million US consumers who do not have established credit or traditional banking relationships. AccountNow’s money saving offers give consumers an alternative to "traditional" checking accounts and access to the financial and payment systems, including Visa prepaid cards, Pay Anyone Bill Payment with PRBC bill payment reporting, and FDIC-insured deposits. Visit AccountNow online at www.accountnow.com.

About The Bancorp Payment Solutions Group

The Bancorp Payment Solutions Group, a division of The Bancorp Bank, a wholly owned subsidiary of The Bancorp, Inc. (Nasdaq: TBBK), offers secure, creative and innovative

payment solutions to the prepaid card industry. As a leading issuer of prepaid cards, The Bancorp Payment Solutions Group develops cutting-edge prepaid card programs that meet the rapidly changing needs of the prepaid industry. Through long-standing relationships with the card networks, leading program managers and processors, The Bancorp Payment Solutions Group designs compliant, innovative and flexible prepaid card programs which deliver outstanding results. For more information about The Bancorp Payment Solutions Group please visit www.thebancorppsg.com.

Contacts:

The Bancorp Bank, Investor Relations

Andres Viroslav

1.215.861.7990

andres.viroslav@thebancorp.com

AccountNow, Inc.

David Petrini

1.925.498.1848

dpetrini@accountnowinc.com