

## **THE BANCORP BANK TEAMS WITH DELUXE CORPORATION TO OFFER PREMIER PREPAID CARD SERVICE**

*Turnkey solution allows banks of all sizes to compete in the prepaid market*

WILMINGTON, DE. – May, 13, 2008 – The Bancorp Payment Solutions Group, a division of The Bancorp Bank (“Bancorp”), a wholly owned subsidiary of The Bancorp, Inc. (Nasdaq: TBBK), has joined with Deluxe Corporation, to offer the DeluxeCard<sup>®</sup> agent bank program. Through this partnership, The Bancorp Bank and Deluxe Corporation are now providing a turnkey prepaid card service to financial institutions.

The DeluxeCard program allows financial institutions to expand their current product portfolio and offer their customers a prepaid card solution with potential to drive in-branch traffic, increase share of wallet, create revenue and enhance brand recognition.

“This partnership provides an opportunity for Deluxe to demonstrate its capabilities beyond the check business. Our long-term relationships with banks and our understanding of their needs allows us to develop turnkey solutions like the DeluxeCard program. And partnering with The Bancorp Bank, a leading prepaid card issuer, brings economies of scale. Now even small, community-sized financial institutions can compete in the prepaid market without having to invest in development,” says Debra Rodgers, Senior Product Manager – Prepaid Cards at Deluxe.

The variety of Bancorp solutions, including instant issue gift cards, bulk gift card ordering, and consumer gift card programs helps financial institutions tap the \$2.1 billion gift card market. DeluxeCard is one of several new programs Deluxe has introduced to help monetary institutions grow their businesses through a wide range of products and services beyond checks including consumer loyalty programs, identity theft and fraud prevention solutions, industry thought leadership initiatives and brand-building programs.

“We believe that the DeluxeCard program is the premier agent bank program in the prepaid industry. The reach of this program is unparalleled and it is all made possible by the great relationships that Deluxe maintains as a trusted partner of its financial institution clients. We consider ourselves very fortunate to partner with a great company like Deluxe,” says Jeremy Kuiper, Managing Director – The Bancorp Payment Solutions Group.

For more information regarding The Bancorp’s prepaid card payment solutions please contact Lindsey Frank at [lfrank@thebancorp.com](mailto:lfrank@thebancorp.com) or 800.954.2667.

### **About The Bancorp Payment Solutions Group**

The Bancorp Payment Solutions Group, a division of The Bancorp Bank (“Bancorp”), 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 contributes to the success of Fortune 500 companies through the development of cutting-edge prepaid card programs that meet the rapidly changing needs of the prepaid industry. Through long-standing relationships with the MasterCard, Visa, and Discover card associations, leading program managers and processors, The Bancorp Payment Solutions Group designs innovative and flexible prepaid card programs which deliver outstanding results. For

more information about The Bancorp Payment Solutions Group please visit [www.thebancorppsg.com](http://www.thebancorppsg.com).

**About Deluxe Corporation (NYSE: DLX)**

Deluxe Corporation, through its industry-leading businesses and brands, helps financial institutions and small businesses better manage, promote, and grow their businesses. The Company uses direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: personalized printed items (checks, forms, business cards, stationery, greeting cards, labels, and retail packaging supplies), promotional products and merchandising materials, fraud prevention services, and customer retention programs. The Company also sells personalized checks and accessories directly to consumers. For more information about Deluxe, visit [www.deluxe.com](http://www.deluxe.com).

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