

The Bancorp Bank Teams Up with UniRush to Issue the Prepaid Visa® RushCard

Wilmington, DE – February 23, 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 that it has partnered with UniRush to issue the RushCard. The Prepaid Visa RushCard has provided access to financial services for the estimated 48 million Americans who do not maintain traditional banking relationships.

“RushCard is a driving force in the general purpose reloadable prepaid space and is at the forefront of prepaid innovation. We are excited to announce our relationship with RushCard and believe that the strength and commitment of The Bancorp will greatly enhance the RushCard offering,” stated Ryan Harris, Senior Vice President – The Bancorp Payment Solutions Group.

“The Prepaid Visa RushCard has enjoyed great success since its inception. We have enabled our cardholders to access the financial system conveniently and much less expensively than other alternatives. By aligning with The Bancorp, we have chosen a viable partner that can take The RushCard program to a new level,” says Ram Palaniappan, RushCard's General Manager.

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

This 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.

About UniRush Financial Services

Headquartered in Cincinnati, UniRush LLC was created to offer the over 48 million Americans without access to a traditional banking relationship an array of basic financial services via the Prepaid Visa RushCard. Benefits of the program include direct deposit, the ability to withdraw funds at over 850,000 ATMs globally, the ability to use the card wherever Visa debit cards are accepted and 24/7 customer service. For more information about UniRush and RushCard visit www.rushcard.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.

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