

THE BANCORP BANK AND OBOPAY INTRODUCE PAYMENT CARD

New prepaid card gives mobile consumers convenient access to funds

Wilmington, Del. and Redwood City, Calif. — September 10, 2008 — The Bancorp Bank (“Bancorp”), a wholly owned subsidiary of The Bancorp, Inc. (Nasdaq: TBBK), and a leading provider of private label banking services to over 300 partners nationwide, has been selected by Obopay, the pioneering service provider for payments via mobile phones, to issue prepaid payment cards linked to Obopay mobile payment accounts.

The new cards are available now and are accepted anywhere MasterCard® debit cards are accepted and at more than one million ATM locations worldwide. The cards are linked to Obopay mobile money accounts, which users can access through any mobile phone using Obopay’s downloadable mobile application, text messaging, or mobile Web.

“Obopay is committed to delivering the flexible and convenient mobile payment services that fit mobile consumers’ lifestyles,” said Obopay President, U.S.-based Operations, Gregory Holmes. “Through our partnership with The Bancorp Bank, customers can now easily access funds wherever they are.”

With the Obopay Prepaid MasterCard consumers use the best of mobile and online and offline technology to send money, purchase goods and services, or conduct a myriad of other personal finance tasks. The Obopay Prepaid MasterCard is available to all Obopay customers.*

“The Bancorp is focused on our commitment to change the way America pays, and we are excited about this partnership with Obopay. Our goal is to simplify payments for consumers and Obopay’s mobile product offerings give cardholders the accessibility they need to manage funds anywhere and at anytime of day,” said Jeremy Kuiper, Managing Director, The Bancorp Payment Solutions Group.

Obopay CEO Carol Realini commented that, “Obopay is built for the mobile lifestyle embraced by America’s more than 265 million mobile consumers. The Obopay Prepaid MasterCard, from The Bancorp Bank, gives our customers the flexibility to use their mobile accounts and access cash when and where they need to.”

For more information about Bancorp’s payment solutions please visit www.thebancorppsg.com and for more information about Obopay please visit www.Obopay.com.

About The Bancorp

The Bancorp Bank, a wholly owned subsidiary of The Bancorp, Inc., is an FDIC-insured commercial bank that delivers a full array of financial services and products both directly and through private-label affinity partner programs nationwide. The Bancorp Bank’s regional community bank division serves the needs of small and mid-size businesses and their principals in the Philadelphia-Wilmington region.

About The Bancorp Payment Solutions Group

The Bancorp Payment Solutions Group, a division of Bancorp, a wholly owned subsidiary of The Bancorp, Inc., 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.

About Obopay

Obopay, Inc. (www.obopay.com) is a pioneering service that lets consumers and businesses purchase, pay, and transfer money through any mobile phone using Obopay's mobile application, text message, mobile Web, or Obopay.com. As the first mobile payment service created exclusively for the mobile phone, only Obopay works on any phone and any carrier to empower consumers and businesses with the convenience of mobile payments. Obopay is bringing mobile payments to more consumers through industry-first alliances and is headquartered in Redwood City, California.

* **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.

MasterCard is a registered trademark of MasterCard International Incorporated. The Obopay Prepaid MasterCard is issued by The Bancorp Bank pursuant to license from MasterCard International Incorporated. The Bancorp Bank; Member FDIC.

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