



BENEFIQ and Paycard USA Partner to Provide Discount Benefits to MasterCard Payroll Card Users Nationwide

FOR IMMEDIATE RELEASE

Scottsdale, AZ – September 2, 2008 – BENEFIQ has announced today that it has partnered with Paycard USA to enhance the value of MasterCard Payroll Card with access to more than 40 benefits in the Benefiq portfolio. Vice versa, BENEFIQ clients will have the possibility to avail themselves of the prepaid debit card product as an alternative to paychecks.

“Partnership with Paycard USA is essential to our long term plans”, commented Jim Prendergast, CEO of BENEFIQ. “Our benefits platform is gaining enviable momentum with large employers and PEOs and the addition of prepaid, branded MasterCard payroll card is an important step forward.”

“We are very enthusiastic about the availability of BENEFIQ platform to our existing and future card holders and their employers”, said Leah Phillips, Senior Vice President of Paycard USA. “We strongly believe that having these types of services available to our card holders will dramatically alter the competitive landscape and deliver immediate value to our constituents”.

BENEFIQ is a leader in Web-enabled delivery of personalized benefits packages for progressive employers and associations nationwide. It’s unique blend of technology savvy, marketing expertise, pricing power and relentless focus on customer service allows clients to reap immediate benefits from deploying BENEFIQ plans.

About Paycard USA

Paycard USA provides MasterCard Payroll Card program to the marketplace for the mutual benefit of management and employees in the under banked or self-banked segments. Bringing together over 30 years payroll experience and more than 15 years prepaid card industry experience, PaycardUSA is centered around meeting the needs of the clients as well as those of their employees to ensure a user-friendly, financially beneficial experience with the program and card. The Paycard USA MasterCard Payroll Card program is the perfect alternative to a traditional paper check program.

About BENEFIQ

BENEFIQ is a leading provider of lifestyle benefits, supplemental insurance and affinity lending products to consumers, employers, agents and membership organizations. BENEFIQ programs are delivered using a blend of proprietary technology, world-class support infrastructure and market-leading supplier network for a fully personalized, turnkey offering. BENEFIQ is a privately held company headquartered in Scottsdale, AZ and is led by an experienced management team with more than 30 years of industry experience. For more information, please visit <http://www.benefiq.com>