

Swift Gift, Prepaid Card Provider, Changes Name to Swift Prepaid Solutions™

New Corporate Identity Builds on the Strength of the Swift Gift® Brand and Reflects Continuing Evolution of the Prepaid Bankcard Market

BUFFALO GROVE, IL (04/03/06) – Swift Gift, Ltd., leading provider of prepaid bankcard products and solutions, today announced it has changed its name to "Swift Prepaid Solutions, Inc." to reflect the expanding list of solutions it now provides.

The new name builds on the strength of the already recognized Swift Gift® brand, and underscores Swift's focus on providing solutions to the now broad and evolving prepaid marketplace. Consistent with the corporate name change, Swift Prepaid Solutions, Inc. can now be found on the Web at www.swiftprepaid.com.

Born out of practical necessity, Swift Gift was originally conceived to fill a previously unmet need. The idea for the company emerged in 1996 when two women tried to purchase a gift certificate for a friend living out of state. When they couldn't figure out what retail stores were nearby to their friend, they decided what the world needed was a universal gift certificate that would be redeemable just about anywhere. With fortitude and determination, they launched Swift Gift, a company that would provide prepaid gift cards good toward almost any purchase. They found a bank, a processor and an association willing to "sponsor" their concept, and began selling one of the first consumer prepaid bankcard products in early 1998. Shortly thereafter, Swift Gift migrated its business efforts towards a B2B2C model focused on employee rewards and consumer promotions and incentives.

Since those early days of prepaid, Swift has brought over 400 programs to market with many of America's premier corporate companies and expanded its product set tremendously to accommodate the myriad number of solutions that the marketplace has demanded.

The progress of the company has taken many new turns along the way, giving considerable justification to the expanded sense of the new name. "We have been synonymous with the gift card product since we began in 1996 with a direct-to-consumer gift card offering sold over the internet and via telemarketing campaigns," explained David Lasky, President and CEO of Swift Prepaid Solutions. "The exponential growth in our industry as well as the evolution in our product set has been tremendous, to say the least. True 'gift card' products represent only a fraction of the solutions and products that we provide our clients with today. Our client's have embraced prepaid products as a tool to help them solve some of their unique problems and to capitalize on some of their opportunities. These clients have taken us into payroll, rebate, purchasing, and pharmaceutical drug sample cards to name a few of the specialized markets. Additionally, they have required us to learn their business, their language, their barriers, and in some cases, to build seamless front-end and back-end software tools," says Lasky. "As a result, we are no longer just a card supplier-- we have evolved to become a total solutions provider focused on delivering results in a simple and 'swift' manner. We are very proud of this evolution and the new brand reflects this achievement. Therefore, it made sense to emphasize our broader focus while still remaining true to our core competency and brand equity in the marketplace."

ABOUT SWIFT PREPAID SOLUTIONS, INC.

Swift provides Fortune 2000 corporations with a comprehensive suite of prepaid Visa, MasterCard and Discover products and services. Swift's solutions help clients increase their brand awareness, solve unique payment problems, and motivate and influence the behaviors of consumers, employees, customers, agents and suppliers. Swift's innovative product set and technology platforms help to deliver proven ROI in a simple, seamless and uniquely "swift" manner. For over 10 years, more than 350 world-class organizations have relied on Swift to deliver value-added solutions that make a difference to their customers and employees.

Swift Prepaid Solutions is located just outside of Chicago in one of the surrounding Northern suburbs, about 20 minutes from O'Hare and 30 minutes from downtown Chicago.