



FOR IMMEDIATE RELEASE

TransitChek Card, Issued by The Bancorp Bank, Named Best-in-Category in Fourth Annual Paybefore Awards

Wilmington, Del.— March 31, 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 Paybefore has given the best-in-category distinction to the TransitChek[®] Card, a prepaid Visa[®] card, provided by TransitCenter, Inc. for Best Business/Corporate-Funded Program: Transit in its annual Paybefore Awards.

Paybefore Awards, now in their fourth year, are the most prestigious recognition of excellence in the worldwide prepaid and stored value card industry. They are presented annually by Prepaid Media, whose Paybefore publications are the leading source of industry information for the global prepaid community.

“TransitCenter is especially proud of this award because it demonstrates our dedication and commitment to excellence in the field of commuter benefits,” said Daniel M. Neuburger, President and CEO of TransitCenter, Inc. “As part of our industry-leading suite of products, the TransitChek Card provides easy-to-use, convenient savings solutions for commuters across the country.”

“We are honored to share this recognition with TransitCenter for the innovation of the TransitCheck Prepaid Visa Card,” said Jeremy Kuiper, Managing Director, The Bancorp Bank. “The TransitCheck Card has made transit payments far simpler enabling commuters who are enrolled in the TransitChek commuter benefits program to use tax-free dollars to pay for transit. We applaud TransitCenter for their program’s success.”

TransitCenter’s TransitChek Card was selected by a panel of five industry experts who served as judges for this year’s competition. A record number of entries from around the world were received.

The *TransitChek[®] Card*, a prepaid Visa[®] card, a proprietary product of TransitCenter, was launched in September 2006. It is the nation’s first non-personalized prepaid card designed specifically for commuter benefits. The *TransitChek Card* was designed with the needs of employers and their commuting employee population in mind. The *Card* is IRS compliant and offers greater flexibility and convenience.

The TransitChek Card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC.

About TransitCenter: TransitCenter is a nonprofit organization whose mission is to advocate for greater use of mass transit in order to reduce traffic congestion and improve air quality. TransitCenter engages in a wide variety of activities in support of transit. We are a pioneer and

leading national provider of tax-free commuter benefits through our TransitChek[®] programs. We advocate at the federal, state and local levels for the greater use of and support for transit. Through education and awareness activities, we also promote the essential benefits of transit, foremost among them making communities better places – and more sustainable places -- to work and live.

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.

About Paybefore: Paybefore is the leading information provider to prepaid and stored value industry professionals, offering the latest news, commentary and analysis. Paybefore’s family of industry publications include: Paybefore.com[™], a searchable online information portal; Paybefore News[™], daily news briefs delivered electronically; Paybefore News International[™], a weekly compilation of prepaid news and events from outside the United States; Paybefore Update[™], a downloadable enewsletter delivered 20 times a year; Paybefore Legal[™], a downloadable enewsletter covering the legislative, regulatory and judicial developments in prepaid, as well as feature articles by leading attorneys in the field; Paybefore Magazine[™], a biannual print publication highlighting the best of Paybefore; and Paybefore Buyer’s Guide[™], available online and in print. Visit us at www.paybefore.com.

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