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Serverside Group and PAYjr[®] Team Up to Provide Industry's First "Design Your Own" Visa Buxx[®] Card For Teenagers

Financial Education Just Became Cool!

DALLAS, TEXAS – May 17, 2007 – PAYjr, an online service that provides powerful financial tools to help young people understand and appreciate the concept of financial responsibility, has joined together with global technology provider, Serverside Group, to offer teens a chance to design their own PAYjr Visa Buxx[®] Card, a prepaid card for teenagers. The PAYjr Visa Buxx Card is issued by BankFirst, Sioux Falls, SD, pursuant to a license with Visa U.S.A. Inc. BankFirst; Member FDIC. The program will be made available to parents and teenagers starting in the summer of 2007 via PAYjr's website www.PAYjr.com and through PAYjr's numerous bank and credit union partners.

Serverside's cutting-edge software enables teens to upload, enlarge, rotate, move and flip their chosen photos inside the PAYjr Visa Buxx Card template, so they get just the card they want. No software downloads are needed, the card 'designer' is super intuitive and the entire design process can be completed in matter of minutes. The financial education, however, lasts a lifetime. The PAYjr Visa Buxx Card 'designer' can be previewed now at www.PAYjrVisaBuxx.com.

To help promote the program, PAYjr will be running a card design competition, allowing teens to place an interactive mini version of the designer on their blogs and MySpace pages, and leveraging Serverside's ShareMyDesign solution, which lets teens forward their finished designs to family and friends. In addition, PAYjr is developing license relationships with "parent friendly" musical artists, major league teams and popular teen brands to provide teens with a wide variety of card designs to choose from.

The PAYjr Visa Buxx Card program is designed to provide parents with a convenient, inexpensive and effective tool to manage allowances and teach financial literacy through hands-on education. "As a parent myself," said David Jones, Founder and CEO of PAYjr, "my primary

goal with PAYjr has always been to create a program designed to help parents with their teens, but a valuable tool won't be any help if teens aren't interested in using it. Allowing teens to personalize the card to reflect their own personal vibe and identity is just what the program needed to get parents and teens on the same page when it comes to personal finance and education.”

PAYjr is primarily focused on branding the program for banks and credit unions as a turnkey solution, but the program is also available to consumers directly. The alliance between Serverside Group and PAYjr now provides banks and credit unions with a quick and inexpensive way to provide not just a teen prepaid program to customer bases, but one with the much sought after design-your-own card capability. PAYjr offers the PAYjr Visa Buxx Card program as a turn-key solution for financial institution partners or as a custom program for institutions wanting to act as the issuer of the card.

With over 25 million teenagers in the U.S. and a growing demand for prepaid teen cards from parents, the program provides a great way for financial institutions to build brand recognition and relationships with the next generation of financial service consumers — a generation that is very much online. Recent research by the Pew Internet & American Life Project revealed that 17 million, or 73% of 12–17 year olds in the U.S. now use the internet. The Project also found that 55% of parents of online teens think the internet is a good thing for their children and that understanding how to use it is *essential* for them to be successful. The opportunity the youth market represents for the banks and credit unions is clearly huge.

Adam Elgar, President of Serverside Group, commented: “PAYjr is an exciting service that teaches the phenomenal number of teens now online to appreciate money in a fun but informative way. The PAYjr Visa Buxx Card program will give teens the independence and flexibility of a card but with a number of built-in parental controls. By allowing teens to design their own cards, learning how to manage money will finally be cool.”

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About PAYJr.

Headquartered in Dallas, Texas, PAYjr provides smart, practical and easy-to-use online tools that help parents teach their children about money management and budgeting. The company's central focus is helping kids make the connection between financial reward and effort, hard work and discipline, which ultimately establishes a lifetime of smart financial habits. PAYjr also works closely with banks, credit unions and major youth brands to help create market differentiation with branded and co-branded PAYjr programs. For more information, visit www.PAYjrCorp.com, www.PAYjr.com, or www.PAYjrVisaBuxx.com

About Serverside

Founded in 2003, Serverside Group is the global technology leader in digital card design and a provider of innovative software solutions for issuers, personalization bureaus and card manufacturers. The company's flagship product, AllAboutMe, is a web-based application that

allows cardholders to design their unique payment card online. Serverside's innovation and growth were confirmed recently when it was named 'One of the Top Ten Technology Companies to Watch' by respected industry magazine, Bank Technology News. To date, 36 major issuers worldwide have signed up to personalizable plastic using Serverside technology, including ING, ANZ, BMW, KBC, Advanta, Fortis, Eurobank, First National Bank of Omaha and Heritage Building Society. Serverside Group is headquartered in London and has offices in New York, Chicago, Taipei and Auckland. The company has strategic alliances with Visa and Datacard. For more information and to see a live card demonstration, visit www.serversidegroup.com.

About BankFirst

Located in Sioux Falls, SD, BankFirst is a leader in the network branded prepaid card industry. The Stored Value Solutions division develops innovative solutions to meet the rapidly changing needs of the prepaid industry. The experienced BankFirst team offers great flexibility in creating programs that are shaping the prepaid market. www.bankfirstsvs.com