



Press Release
FOR IMMEDIATE DISTRIBUTION
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BANUESTRA FINANCIAL CORPORATION LAUNCHES PREPAID DEBIT CARD PRODUCT TO SERVE UNDER SERVED LATINO MARKET IN ATLANTA.

Today Banuestra Financial Corporation launched a new prepaid debit card product in its El Banco de Nuestra Comunidad® retail locations in Atlanta, Georgia to serve the needs of the under-served Hispanic market. “Many of our members cash their pay checks with us, but hold on to the cash, either in their pocket, or in their home,” commented Luz Urrutia, company President and COO of Banuestra. “With our new Banuestra Card product, our members can keep their money with an FDIC insured institution, immediately access their funds 7 days a week at our retail locations, 24 hours a day at any ATM, and anywhere that accepts MasterCard®. We believe that this new card product will meet the needs of the majority of our customers who do not require a traditional bank account.”

The Banuestra Card is a prepaid MasterCard®/debit card issued through FirstView, LLC a global debit card processor and a relationship with a sponsor bank. Withdrawals can be made from thousands of ATMs in the US, and internationally and purchases can be made anywhere MasterCard® is accepted. Banuestra Card holders will be able to load funds onto the card at any Banuestra retail location.

About Banuestra Financial Corporation (www.banuestra.com) – formerly El Banco Financial Corporation.

Banuestra Financial Corporation, is a financial services company focused on the under-served Hispanic market by offering a full array of non-traditional and customized traditional financial products in retail locations branded *El Banco de Nuestra Comunidad*® and through mainstream financial institutions who purchase the company’s proprietary systems and intellectual property.

About FirstView, LLC (www.fvfn.com) FirstView LLC operates as an electronic payment processor Headquartered in Atlanta, GA. It operates in two segments, Transaction Processing Services, and Debit / Prepaid Card Processing Services. Currently FirstView processes over 1.5 million transactions per month.