

KAIKU VISA® PREPAID CARD LAUNCHES REBRAND GEARED TO EMPOWER MILLENNIALS



THE “NEW WAY TO EVERYDAY” HAS KAIKU GOING MAINSTREAM TO MILLENNIALS

(Westlake Village, Calif.) – January, 2015 – Kaiku Finance LLC has launched a complete rebrand of its company, positioning the Kaiku Visa® Prepaid Card to resonate dynamically with the emerging millennial demographic.

In a marketplace with hundreds of prepaid cards, Kaiku hits the streets with a fresh contemporary brand, visual identity, and compelling messaging underscoring its new slogan “A New Way to Everyday,” to target the millennial market (18 to 34 year olds).

“As credit card use declines among this demographic, more millennials are seeking alternative ways to manage their finances and gravitating to prepaid cards,” said David R. Smith, Kaiku’s Head of Marketing. “We wanted the Kaiku Card to reflect the vibrant, dynamic lives of our cardholders without burdening them with complicated fees and restrictions. Kaiku cardholders have mountains to climb, art to create, lives to live. We want them to manage their money without feeling trapped.”

The reloadable Kaiku debit card lets users make a personal statement with a quirky vintage aesthetic and a fully-integrated mobile app for iOS and Android. Users can choose from six different vertical card designs, each with an eye-catching woodgrain style.

With one low-fee structure, Kaiku users have access to more than 55,000 surcharge-free Allpoint ATMs. Kaiku has been recognized by Paybefore™, a leading provider of information to the prepaid, mobile and emerging payments industry, by nominating the Kaiku Card for its 2015 Paybefore Awards in its Head of Class category for best use of prepaid functionality for delivering financial services to the youth-student market.

Cardholders are encouraged to share their colorful lives with the Kaiku community via #MyEveryday on social media.

ABOUT KAIKU FINANCE LLC

Kaiku Finance LLC is a provider of forward-thinking prepaid products and services, offering convenient, flexible, and affordable alternatives to traditional banking. The Kaiku Visa® Prepaid Card is a next-generation, reloadable debit card that empowers cardholders to more comfortably manage their finances by combining low fees with unsurpassed access, convenience, and mobility. Product information can be located at www.kaiku.com.