

**FOR IMMEDIATE RELEASE**

Whitney Standing-Trueblood  
Allison+Partners  
(310) 496-443  
[kaiku@allisonpr.com](mailto:kaiku@allisonpr.com)



**KAIKU® Visa® Prepaid Card Named “Best-in-Category” for “Outstanding Newcomer” During Seventh Annual Paybefore Awards**

*KAIKU Also Recognized as Winner as a “Best General Purpose Reloadable Card”*

Los Angeles, March 5, 2013 – At the Seventh Annual Paybefore Awards ceremony, held this week during the Prepaid Expo in Orlando, Kaiku Finance received the prestigious “Best-in-Category” award for its KAIKU Visa Prepaid Card in the “Outstanding Newcomer” category and was recognized as a winner in the “Best General Purpose Reloadable Card” category. Already honored in each category, KAIKU takes home a total of three awards at this year’s show. Paybefore Awards is the most prestigious recognition of excellence in the worldwide prepaid and emerging payments industry. The awards are presented annually by Paybefore, whose publications are the leading source of industry information for alternative payments executives.

Kaiku Finance launched the KAIKU Visa Prepaid Card in July 2012 as a next generation prepaid product that empowers consumers to more effectively manage their money with an unparalleled combination of affordability, style, transparency, access, convenience, and mobility. The KAIKU Card’s sleek design and low monthly fee of \$1.95 positions itself as a lifestyle choice for today’s increasingly mobile and cashless society.

“It is an incredible honor to be recognized as a Paybefore winner, and in particular, best-in-category for ‘Outstanding Newcomer.’ Receiving these awards further reinforces our desire to redefine the prepaid experience and provide rich features that meet consumer’s needs” explains KAIKU Finance CEO, Jon Round. “KAIKU was founded to enhance one’s lifestyle. We look forward to continuing to provide solutions for our consumer’s and help lead a new dawn of prepaid.”

For the first time in Paybefore Awards history, visitors to Paybefore.com were able to vote on Best-in-Category. The outcome of this vote (counted as one-sixth of the total) was combined with a panel of five industry experts who served as judges for this year’s competition, which—once again—included a record number of entries from around the world.

“Paybefore Awards were created to honor the companies and individuals that are at the forefront of innovation as well as successful market implementation across the globe,” said Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panel. It’s a dynamic time in electronic payments as companies like KAIKU continue to innovate to solve payment problems,” she continued. “We are proud to recognize its contributions to advancing the prepaid and emerging payments industry.”

**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](http://www.kaiku.com). For corporate information, please visit: [www.kaikufinance.com](http://www.kaikufinance.com).

**About Paybefore**

Paybefore is the leading information provider to prepaid and emerging payments industry professionals, offering the latest news, commentary and analysis. Paybefore's family of industry publications includes: Paybefore.com; Paybefore News; Paybefore Mobile™; Paybefore News International™; Paybefore Update™; Paybefore Legal™; Paybefore Magazine™, a biannual print publication featuring in-depth articles on the opportunities, challenges and trends in the global prepaid and emerging payment industry; and the only industry directory, Paybefore Buyer's Guide Connections™, available online and in print. Visit us at [www.paybefore.com](http://www.paybefore.com).

###