



YOUNG MONEY ENTERTAINMENT PARTNERS WITH ACCENT INTERMEDIA TO LAUNCH THE YOUNG MONEY PREPAID DISCOVER® CARD

JEFFERSONVILLE, IN November 10, 2011

Hip Hop's most well-known brand, Young Money Entertainment, partners with ACCENT InterMedia to launch the Young Money Prepaid Discover® Card to meet the demand of those who seek an alternative to traditional banking.

Young Money Entertainment, a leader in the entertainment industry, is introducing the Young Money Prepaid Discover® Card to serve the hip hop fan base as well as the estimated 43 million Americans who are either unbanked or underbanked according to a 2009 survey by the FDIC. The prepaid card can be purchased online at www.youngmoneycards.com.

The concept for the Young Money Card was developed by Horace Madison, founder of Madison Strategic Integration and business manager for Lil Wayne and Young Money, along with card veteran-Buddy Smith.

"We're excited about giving people who may not have access to traditional banking accounts the convenience of plastic," Madison continued, "Wayne wants to keep it simple and sleek, but load it with benefits that are meaningful to Young Money cardholders."

Madison's first step in developing the Young Money Card was selecting ACCENT InterMedia as the project lead, who then assembled the rest of the program partners including: Discover as the card brand, One to One Card Marketing as the program manager, FIS as the processor and Green Dot as the retail reload network.

Tim Clark, CEO of ACCENT InterMedia commented, "Young Money artists have such a strong following, as demonstrated by their 50mm and growing fan count in social networks. We are excited to be working with such a powerful brand."

In a sea of prepaid products, the bold, fresh approach of the Young Money Prepaid Card is certain to stand on its own as it ramps up with benefits geared to "wow" the Young Money fan base. In addition to keeping fees to a minimum, the card only has six fee types, including a \$6.95 card purchase fee, with \$3.95 monthly maintenance thereafter, as well as ATM withdrawal fees, lost/stolen card fee, statement fee, and a reload fee. Features include online Billeo bill pay, direct deposit, spend analyzer, prescription discounts and shopping discounts in the form of cash back to the card to offset card fees. The program is also supporting charitable



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Horace Madison, founder of MSI

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causes with a portion of the proceeds from every card sold to benefit non-profit organizations including Lil Wayne’s One Family Foundation.

For more information regarding the Young Money Prepaid Card program, please visit www.youngmoneycards.com.

ABOUT YOUNG MONEY ENTERTAINMENT

Young Money Entertainment is an American record label founded by rapper Lil Wayne. The label is an imprint of Cash Money Records and is distributed by Universal Records. Current acts include Lil Wayne, Drake, Nicki Minaj, Tyga, Mack Maine, Jae Millz, Cory Gunz, Lil Twist, Gudda Gudda, Lil Chuckee, Torion and Shanell aka SnL. The label has released five #1 albums. They were “The Carter IV,” “The Carter III” and “I Am Not a Human Being” by Lil Wayne, “Thank Me Later” by Drake, and “Pink Friday” by Nicki Minaj.

ABOUT MADISON STRATEGIC INTEGRATION

Madison Strategic Integration, (MSI), redefines traditional concepts of merging brand marketing and awareness with synergistic business relationships. We are the conduit that provides corporate entities access to pop culture, and conversely, celebrities with ancillary business opportunities. In leveraging our healthy client base, long-standing industry relationships, and honed creative capabilities, we identify and align companies with entertainers and athletes, forging strategic partnerships.

ABOUT ACCENT INTERMEDIA

ACCENT InterMedia is a stored value gift card and prepaid card management partner for retailers, restaurants, entertainment venues and original equipment manufacturers nationwide. ACCENT delivers unique stored value concepts and marketing strategies that maximize client profitability, while adding value and convenience for the end consumer. Headquartered in Jeffersonville, Indiana, ACCENT provides full-service capabilities as a stored value issuer including Internet order processing and fulfillment. To learn more about how ACCENT InterMedia is innovating the way businesses deliver stored value products and incentives to consumers and partners, please visit www.accentintermedia.com

