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Ziggy's In Your Wallet (Now)

Cleveland, OH – (November 20, 2013) – A strategic partnership between Ziggy & Friends, Inc. and the prepaid debit card provider CARD.com brings Ziggy, the comic character everyman, to everyday transactions in the form of a Visa® prepaid debit card.

"This partnership gives Ziggy fans an entirely new way to share their fond friendship with the character, every time they use their card. Our goal is to provide an easy-to-use, affordable banking experience that reflects the personal passions of consumers, and Ziggy is a wonderful example of this concept," said CEO and co-founder of Card.com, Ben Katz.

The availability of the new Ziggy cards begins on 11/19/13, and fans can view the entire Ziggy card lineup online here: Card.com/Ziggy

The Ziggy cards can be used everywhere Visa is accepted. They are 100% FDIC insured and offer a fully-featured online banking experience with fraud liability, bill pay, cash transfers, and transaction history—just like traditional branch banking, but without any overdraft or late fees.



New Ziggy Visa Debit Cards from CARD.com

The Ziggy cards are also part of the increasing trend in responsible personal consumer financial management. According to The New York Times article (May 2012), "In 2009, borrowers had roughly \$29 billion worth of prepaid cards, according to the Mercator Advisory Group, which provides research for the payments industry. By 2013, the volume of money on prepaid cards is expected to swell to \$90 billion."

Card.com joins other recent Ziggy licensees including Willow Creek Press for 2014 calendars, 5th Sun for Ziggywear, and American Greetings for greeting cards.

About CARD.com:

Card.com is on a mission to make prepaid cards simple and fun. We're revamping personal finance with the aim of creating financial products that speak to the passions of consumers while providing a banking alternative that fits seamlessly into today's mobile lifestyles. CARD Corporation's Board of Advisors include QED Investors' Nigel Morris (co-founder of Capital One), Sandy Grushow (past Chairman of Fox Television), and Raja Doddala (New Business Ventures at 7-Eleven). For more information, please visit: CARD.com

About Ziggy:

Ziggy & Friends, Inc. was formed in 1978 by cartoonist Tom Wilson Sr. who created the internationally syndicated cartoon, Ziggy in 1971. The company, headquartered in Cleveland, Ohio, handles the creative and business concerns of the evergreen character. Tom Wilson Jr., president of Ziggy & Friends, Inc., has been drawing Ziggy since 1987, after the retirement of his father. Distributed through Universal Uclick, a division of Andrews McMeel Universal, Ziggy is published in more than 600 newspapers, reaching 75 million faithful readers daily, who identify with ZIGGY's hopes, worries and inspirations; always with a dose of humor. Ziggy, now in syndication for over four decades, also maintains an online presence through www.ziggyzone.com. Ziggy's inspiring message extends to the Leukemia & Lymphoma Society, where he serves as an official spokescharacter.