



**FOR IMMEDIATE RELEASE:**

## **NEW INTERNATIONAL PREPAID CARD FOR REMITTANCES BETWEEN THE UNITED STATES AND MEXICO**

**WELCOME TO THE FUTURE....**presenting the fastest and least expensive way to send money to your family in Mexico and the Program has exclusive benefits that will provide value year-round.

The Remittance Program is the most economical way to transfer funds from the U.S. to Mexico. Finally there is a money transfer card designed specifically for the Hispanic market that brings convenience and integrity to the transfer process, while significantly enhancing process of sending money between the U.S. and Mexico. Four years in the making, the cross-border facility and Prepaid Card has exclusive benefits, (see website), including a universal Health Plan and micro-loan program not available with any other prepaid card on the market. A significant effort has been made in partnership with several financial institutions across Mexico to provide seamless and instant transfer to family in Mexico.

**Enough with astronomical fees, currency exchange rates, hidden costs and unjustifiable abuses when trying to send your hard earned money to loved ones in Mexico.**

- **NEVER PAY THE HIGH COST OF A WIRE TRANSFER AGAIN**

With this new product, the card transfer fee is just \$2. The Program is the most economical way to transfer funds from the U.S. to Mexico.

- **NEVER AGAIN STAND IN A LONG LINE AT A CHECK CASHING OUTLET.**

Now you can enjoy the convenience of using ATM machine without any additional fee. The prepaid debit card is accepted at any of the over 1,000,000 ATM's worldwide and can be used to make purchases online.

- **NEVER AGAIN HAVE YOUR FAMILY WAIT FOR MONEY TO ARRIVE.**

As soon as you load value to a recipient card or elect to have the funds deducted from your paycheck, the money is immediately deposited into recipient's cardholder's account and funds can be accessed instantly.

- **NEVER AGAIN WORRY ABOUT YOUR CREDIT**

No credit check required, just a valid Identification, (see application for types). NO need to be a US resident as long as you are able to present the proper identification and have a physical mailing address. Receive associated bank account, access online

**Product Description:**

Local Heroes is pleased to announce we have recently added a new debit card product that among many other valuable features eliminates a majority of the processing fees for money transfer between the United States and Mexico. Just like with US bank issued products the new card issued on the US side is backed by a US bank account that any person with valid identification in the US or Mexico qualifies to receive the card. The associated (2<sup>nd</sup>) prepaid card is picked up by the relative or other third party at any of our affiliated banks in Mexico for free.

The Card issued in Mexico is accepted at all ATM's and Point of Sale Terminals the same as if it were issued by any Mexican bank with no markup of any transaction fees, ATM transactions at HSBC branches are also free. The currency exchange rate to load cards is by far the lowest in the industry. Since the card in Mexico is backed by the Peso, no international ATM fees apply as with other more expensive prepaid card systems. There is now no need to mail a second card to Mexico and multiple cards can be issued to family members off the same account! There are over 100,000 retail locations in California, (no need to go into a bank), where money can be loaded to the cards in Mexico. Card loading can also be done online and through a very sophisticated IVR system. US cardholders can also go to any Western Union, Green Dot, Money Gram, Bank of America, Wells Fargo or Bank First location to load cards.

Local Heroes will be the first organization to have an opportunity to distribute these cards to persons who for years in the US have been paying far too much to send money to Mexico and who are the least able to afford it. Unlike other products in the market with far less features, our new card offers revenue sharing opportunities with our Marketing Partners on the issuing side as well as from the processing of all cardholder transactions without adding a single increased fee to the card. Local Heroes has closely monitored the prepaid industry for several years and have seen a multitude of prepaid products, Our prepaid card for the Hispanic market is by far the most economical and has more benefits, (ones that are USEFUL), than anything else we have seen. All of the due diligence has been performed including Patriot Act and Homeland Security compliance and we are prepared to provide interested parties with sample cards and a full demonstration of the transfer process to a receiving cardholder in Mexico upon request.