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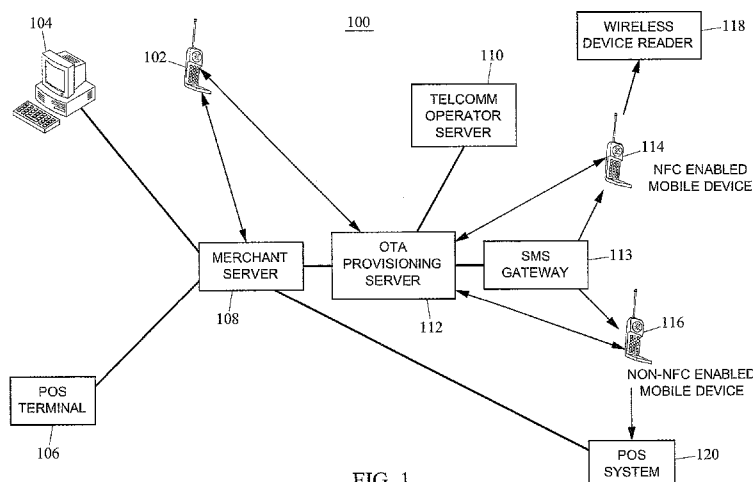


FIG. 1

(57) Abstract: Methods, systems, and computer readable media for electronically delivering a prepaid card to a mobile device are disclosed. According to one aspect, the method includes receiving, at a merchant server, purchase information related to the purchase of an electronic prepaid card. The method further includes receiving, from the merchant server, electronic prepaid card information derived from the purchase information. The method further includes establishing a communications link with a mobile device associated with address data included in the electronic prepaid card information. The method also includes provisioning the electronic prepaid card information on the mobile device via over the air (OTA) communications.