



## **Meta Financial Group, Inc.® Announces Cindy Smith as Executive Vice President, Head of Technology and Operations**

November 4, 2015

SIOUX FALLS, S.D., Nov. 4, 2015 /PRNewswire/ -- Meta Financial Group, Inc.® ("MFG" or the "Company") (NASDAQ: CASH) announced today that Cindy Smith will assume the position of Executive Vice President, Head of Technology and Operations for the Company. Ms. Smith will be responsible for operations, client relations, product development, marketing, and technology and information management across the MFG enterprise. A 25 year veteran in the banking and payments industry, Smith has extensive experience in emerging payments, technology and innovation. "We are very fortunate to have Cindy on our leadership team," said Brad Hanson, President of MetaBank. "She also brings an impressive combination of transformational and leadership qualities that will serve Meta well as we execute on growth through innovation."



Smith has held several executive positions in her career, most recently at Zions Bancorporation where she was Executive Vice President, Director of Client Contact Services and Channel Management, and was responsible for several Contact Centers, channel continuity (ATM, Branch, Contact Center/IVR, online and mobile) which included product development, customer experience and technology solutions. She also held the position of Executive Vice President, Director of BankCard Product and Services at Zions Bancorporation. In 2012, Smith earned recognition by the International Customer Management Institute as their "2012 ICMI Business Leader of the Year." Smith was also named in 2008 by *American Banker* as one of the "Top 25 Most Powerful Women in Banking" for her innovative approach to growing card usage, penetration and activation while increasing revenue and significantly reducing costs. Smith started her payments career while at US Bank, pioneering Purchasing Cards in the corporate market. She assisted in the start-up and sale of Paymentech's commercial card division as Senior Vice President, Client Relations and Program Consulting.

This press release and other important information about the Company are available at <http://www.metafinancialgroup.com>.

Corporate Profile: Meta Financial Group, Inc. ® (the "Company") is the holding company for its wholly-owned subsidiary, MetaBank® (the "Bank"). The Bank is a federally-chartered savings bank which operates ten full service branch banking offices in four market areas in Iowa and South Dakota: Northwest Iowa, Brookings, Central Iowa, and Sioux Empire, one non-retail service branch in Memphis, Tennessee, and three non-branch offices located in Texas, California and Kentucky related to the Bank's AFS/IBEX and Refund Advantage operations. In addition, the Bank's home office is located at 121 East Fifth Street in Storm Lake, Iowa. Our Meta Payment Systems division offers prepaid cards and other payment industry products and services nationwide. Our AFS/IBEX division provides nationwide commercial insurance premium financing for business and insurance agencies and has two agency offices, one in Dallas, Texas, and one in Southern California.

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