



MetaBank® Commits \$1 Million for Operation HOPE to Provide Financial Literacy Education and Counseling Services to their Cardholders Nationwide

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SIOUX FALLS, S.D., Nov. 9, 2015 /PRNewswire/ -- MetaBank, announced today that it has partnered with financial dignity nonprofit Operation HOPE (HOPE) committing \$1 million over the next four years to establish financial literacy education programs and counseling services to MetaBank's cardholders. With this commitment, MetaBank becomes the latest member to join HOPE's national mission to empower the underserved. HOPE will deliver financial education, credit counseling, and money management guidance and assistance to the Bank's cardholders nationwide. This new agreement provides the framework for a new and first ever National Virtual HOPE Inside, this time at and with MetaBank.

With over 160 HOPE Inside locations pledged, committed and opened over the past 24 months across the country, helping individuals and consumers who make \$50,000 or less to manage the financial complexities of their lives, this framework will provide the Operation HOPE suite of financial counseling and financial case management empowerment services, to the customers of MetaBank. This national virtual HOPE Inside@MetaBank, anchored by the Operation HOPE national call center and the growing national HOPE Inside network, will serve as a backup customer service platform for MetaBank customers and consumers who are facing financial hardships.

HOPE Inside is the only national nonprofit private banker for the working poor, working class, and struggling middle class. As the best-in-class provider of financial literacy empowerment programs for youth, adults, communities, and countries, Hope Inside brings financial dignity to all by delivering inclusive economic and financial programs.

"Operation HOPE has had a long relationship with MetaBank President, Brad Hanson. I know Brad Hanson as a leader and as an individual to have the highest integrity and character. We are proud to have been selected to provide financial literacy programs to his valued cardholders," said Operation HOPE Founder and CEO John Hope Bryant.

HOPE Inside locations currently operate as a consumer financial empowerment tool within existing bank branches, academic institutions, government city halls, even at major hospitals across the country.

"We are extremely excited about the partnership with Operation HOPE, who is considered the premier standard in the delivery of financial literacy programs," said Brad Hanson. "Millions of people live paycheck to paycheck and are often unprepared to deal with financial crisis or don't have a plan to establish financial stability. Prepaid cardholders issued by MetaBank will now have an effective source for financial guidance and support to be successful in life, which directly aligns with our vision of promoting *financial inclusion for everyone*."

About MetaBank®

MetaBank, through its retail banking division, operates 10 retail branches in four market areas: Central Iowa; Storm Lake, Iowa; Brookings, S.D.; and Sioux Falls, S.D. Based in Sioux Falls, MetaBank offers traditional banking services designed to serve the needs of individual, agricultural and business depositors and borrowers. Meta Financial Group, Inc. ® (NASDAQ Global Market®: CASH), is the holding company for federally chartered savings bank MetaBank, Member FDIC. For more information, visit metabank.com.

About Operation HOPE

Since 1992, Operation HOPE has been moving America from Civil Rights to Silver Rights by providing financial and economic empowerment tools and services, earning it the distinction as the nonprofit private banker for the working poor. Through its core programs, HOPE has provided financial dignity and economic empowerment to over 2.2 million individuals worldwide, turning check cashing customers into banking customers, renters into homeowners, small business dreamers into small business owners and minimum wage workers into living wage consumers.

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