

Financial Institutions Empowered to “Gift/7” With New Product From FSV and Meta Payment Systems

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HOUSTON, TX—AUGUST 24, 2005—Financial Institutions (FIs) of any size or sophistication in any market in America can “Gift/7™” for this year’s holiday season with the aid of an innovative new turnkey prepaid gift card solution announced today by FSV Payment Systems (FSV) and Meta Payment Systems (MPS).

“We’re open for business!” proclaimed Steve Fine, vice president and general manager of financial institutions and emerging markets at FSV. “Gift/7 is an open-loop stored value product that any FI can give to its special clients, and sell to commercial clients for use during the holiday season or for employee incentive and bonus programs. It’s truly unique because cards can be issued immediately in-branch, with no activation or fund loading required,” Fine said.

Core processor FSV Payment Systems, issuer MetaBank, and certified card manufacturer Personix have streamlined the program’s implementation procedures, allowing an FI’s customized program to be launched in as little as two weeks.

“The Gift/7 card solution offers a specially designed administrative website—so no integration with the FI’s existing banking system is required. Enrollment and card ordering can be completed in-branch via this site—saving FIs significant time and money. And Gift/7 is remarkably accessible because it’s being marketed by Fiserv ITI,” added Mr. Fine.

Brad Hanson, president of MPS, stated, “Gift/7 offers many benefits to FIs. It’s low cost, with rapid implementation.” Hanson continued, “We accept the financial, regulatory and compliance risks. Customers can access a free Interactive Voice Response (IVR) unit for general inquiries; customer service in English and Spanish are also provided, so banks require no additional staff to support the product. And with Gift/7, basic Web-based training is also available to bank staff at no additional charge.”

Eric Miller, FSV president and chief executive officer, said, “The ease of installing and ordering cards with the Gift/7 program is orders of magnitude beyond other such offerings. This is the most feature-rich stored value gift card solution in the industry today. Gift/7 offers FIs greater revenue potential with the lowest possible wholesale costs, and 28 customized card designs that can be branded with either Visa® or MasterCard®. It just doesn’t get any better.”

Mr. Hanson added, “Our goal was to create an efficient turnkey solution for Financial Institutions to offer instant-issue and bulk-order gift card sales.”

“I think we’ve done that,” he concluded.

ABOUT FSV PAYMENT SYSTEMS

FSV Payment Systems offers a robust suite of unique, host-based FSA, gift and payroll card, and other *MarketReady*[™] stored value ePayments solutions directly to businesses, financial institutions, large employers and third-party benefits administrators as a strategic business partner of Fiserv, Inc. The patent-pending CouraStar[™] processing platform from FSV is proprietary, and features infinite configurability and unlimited pursuing capabilities. This functionality allows for the delivery of both standard and customized programs developed to support customer requirements. For more about FSV or the Gift/T program, visit www.FSVPaymentSystems.com or www.GiftTcard.com.

ABOUT META PAYMENT SYSTEMS

Meta Payment Systems, a division of MetaBank, offers card issuing and program support to banks, processors, and third-party distributors seeking to develop, market, and manage stored-value cards. Meta Financial Group, Inc. (NASDAQ NM: CASH) is the holding company for MetaBank. For more information, call 605.275.8052, or visit <http://www.metacash.com>.

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