

**FOR IMMEDIATE RELEASE
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MJM INNOVATIONS LAUNCHES TAXICARD®

Prepaid Card Makes Getting Around Easier and Safer for Students and Seniors

Baltimore, MD – MJM Innovations, a management and technology firm focused on transportation solutions, announced today the launch of TaxiCard®, a reloadable prepaid card that can be used to pay for taxi, sedan or limousine services.

“TaxiCard® is easy to use and manage because it eliminates the need to carry cash. Cardholders or their families can easily add value and track transactions, either online or on the phone,” said Jeffrey Venick, President and CEO. “Each time the card is used, the transaction amount is automatically deducted from the balance.”

Venick said TaxiCard® will appeal to a broad range of customers, including college students and their parents, and seniors who want to remain active members of the community even though they are no longer able to drive.

“We’re confident that parents of college students will appreciate the assurance that a student carrying a TaxiCard® won’t be stranded somewhere without a ride,” Venick said. “No one wants their child to risk riding with an impaired driver or a date who makes them uncomfortable. Parents will also like knowing that their money is being used for its intended purpose.”

TaxiCard® may be used to pay for any taxi, sedan or limousine service that accepts Discover® Network Cards. The card will be declined if anyone attempts to use it with other merchants.

Venick noted that TaxiCard® addresses the need for transportation options identified by the White House Conference on Aging. “It’s a great way to help seniors close the mobility gap that occurs when life expectancy exceeds driving expectancy,” he said. “With TaxiCard®, they can go everywhere they need to go while maintaining their sense of independence.”

TaxiCard® is also being used in government transportation programs, and beer and liquor companies can incorporate it into their safe ride campaigns. Transportation providers can use TaxiCard® to eliminate coupons, vouchers and special processing equipment. They simply treat the fare payment exactly as they would any other credit card or debit card

transaction. Online, real-time authorizations, zero floor limits and industry-leading data security standards and audits help minimize losses from fraud.

Consumers may purchase, manage and add value to their TaxiCard[®] online at www.taxicard.com. A secure log-in at the site enables users to take advantage of sophisticated transaction tracking, real-time reporting and billing functions. Telephone and mail service are also available.

TaxiCard[®] is issued by MetaBank. Discover Network[®] and the Discover[®] Network Acceptance Mark are service marks used by MetaBank under license from Discover Financial Services LLC.

For more information, visit www.taxicard.com.

About Us

MJM Innovations

MJM Innovations is a management and technology firm that improves transportation programs, services for the aging, and other programs through outsourced management services, card solutions and Web-based software, driven by proven technologies. For more information, visit <http://www.mjminnovations.com>.

Discover[®] Network

Discover Network is a comprehensive payments network that supports issuing, acceptance and usage of Discover Network credit, debit and prepaid Cards. Leveraging industry-leading fraud prevention, customer service and innovative partner marketing practices, Discover Network offers solutions that help issuers, acquirers and merchants drive new business and build customer relationships. For more information, visit <http://www.discovernetwork.com>.

About MetaBank

MetaBank is a federally chartered savings bank headquartered in Storm Lake, Iowa. Meta Financial Group, Inc.[®] is the bank holding company for MetaBank, MetaBank West Central, Meta Payment Systems[®] and Meta Trust Company.[®]

The Meta Payment Systems division of MetaBank, based in Sioux Falls, South Dakota, serves banks, processors, and third-party marketers by providing prepaid cards, credit cards, ACH origination, merchant acquiring, ATM sponsorship and money transfer. Meta Financial Group is traded on the NASDAQ – Global Market: CASH. For more information, visit <http://www.metacash.com>.

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