News Release

Rohit Dewan Named Vice President, Investor Relations, at Springleaf Financial

7/28/2015

EVANSVILLE, Ind.--(BUSINESS WIRE)-- Springleaf Financial Services (NYSE:LEAF), a leading personal finance company providing loan products to customers nationwide, is pleased to announce that Rohit Dewan has been named Vice President, Investor Relations.

Dewan has more than a decade of experience in the consumer and specialty finance sector. He most recently served as a Program Manager at the Consumer Finance Protection Bureau, where he was responsible for monitoring and analyzing risks to consumers as well as researching developments in the consumer finance markets.

Prior to CFPB, Dewan co-founded and spent three years as a Portfolio Manager/Principal at Olm Capital Management. He also served as an equity analyst covering consumer and specialty finance at Jefferies & Co. Dewan is a CFA charterholder.

“We believe Rohit’s skills and experience are aligned with our business needs,” said Craig Streem, Senior Vice President, Investor Relations. “Rohit’s years as an analyst and portfolio manager, combined with his recent work at the CFPB, give him a deep understanding of our business and industry that will be extremely beneficial as we continue to grow our business and enhance our relations with the investment community.”

Dewan will be based in Old Greenwich, CT, and report directly to Streem.

About Springleaf Financial Services

Springleaf is a leading consumer finance company providing loan products to customers through its nationwide branch network and online presence. Springleaf has a nearly 100-year track record of high-quality origination,

underwriting and servicing of personal loans, primarily to nonprime consumers. Springleaf operates one of the largest consumer finance branch networks in the United States, serving its customers through nearly 830 branches in 27 states. For more information, please visit **Springleaf.com**.

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Springleaf Communications
Tony Brand, 312-754-6848
tony.brand@springleaf.com

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