



News Release

Springleaf Financial \$2.00 Tuesdays at 2015 Indiana State Fair

7/24/2015

EVANSVILLE, Ind.--(BUSINESS WIRE)-- Springleaf Financial Services (NYSE:LEAF), a leading personal finance company providing loan products to customers nationwide, is proud to be a prominent sponsor of the 2015 Indiana State Fair being held from August 7 to August 23 in Indianapolis. As part of the sponsorship, the company is providing vouchers at its Indiana branches and on its website to attend the fair for only \$2 on Springleaf Financial \$2.00 Tuesdays – August 11 and 18.

“Springleaf has a strong presence in Indiana with its headquarters in Evansville and 58 branches located across the state,” said Jay Levine, President and CEO of Springleaf. “Our sponsorship of \$2.00 Tuesdays is a great way to provide an incredible value to those who want to attend the fair and celebrate the great treasures of Indiana.”

Admission to the fair is \$12, but a voucher for Springleaf Financial \$2.00 Tuesdays can be picked up at any Indiana Springleaf branch, printed from the internet by visiting springleaf.com/Indiana State Fair, or going to the company’s Facebook page. If you visit an Indiana Springleaf branch before August 7, you can also enter to win four passes to the fair, a parking pass and \$400.

The Springleaf team will be at the fair each Tuesday, Friday, Saturday and Sunday. On Tuesdays, the Springleaf booth will be located on Main Street. There will be lots of giveaways and visitors can enter a sweepstakes to win a Golf Cart. Springleaf team members will also be available to explain loan options and help attendees understand how they can take better control of their finances.

“We are actively involved in our communities and want everyone to know we are always here to help our friends and neighbors tackle life’s challenges,” Levine said.

\$2.00 Tuesdays are an ongoing tradition at the Indiana State Fair. More than 75,000 people are expected to attend

the fair on each of the Springleaf Financial\$2.00 Tuesdays - the highest attended days of the fair. Attendees come from all over the state of Indiana and beyond.

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 830 branches in 27 states. Please visit **Springleaf.com** for more information.

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Springleaf Corporate Communications

Tony Brand, 312-754-6848

tony.brand@springleaf.com

Source: Springleaf Financial Services