News Release

Springleaf Financial Announces Sponsorship of St. Patrick's Day Chicago River Dyeing

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First Dye Can Ceremony Kicks Off at 8:30 AM CT on March 14, 2015

Springleaf Financial Hosts B96's Post-Parade Live Broadcast

EVANSVILLE, Ind.--(BUSINESS WIRE)-- Springleaf Holdings, Inc. (NYSE: LEAF), a leading consumer finance company providing loan products to customers nationwide, today announced it is the primary sponsor of the 2015 Chicago River Dyeing, a celebrated local ritual that kicks off St. Patrick's Day in Chicago. The dyeing of the river will commence at 9:15 a.m. CT, Saturday, March 14th, 2015 between Michigan Ave. and Columbus.

Led by the Local 130 U.A. Chicago Journeymen Plumbers Union, the dyeing of the Chicago River and the subsequent Chicago St. Patrick's Day Parade has been a Chicago tradition for over 60 years. As the primary sponsor of the river dyeing event, Springleaf Financial will host the kick-off to St. Patrick's Day with a "First Dye Can" ceremony to commemorate the first can of dye entering the river. Mike Walsh, Regional Vice President - Director of Operations at Springleaf Financial will lead the ceremony, and will be joined by Michele Scaccia of the St. Patrick's Day Committee and Jim Coyne of the Chicago Plumbers Union. This will take place at 200 S. Wacker, Lower Level at 8:30 a.m. CT to kick off the St. Patrick's Day festivities.

"We are proud to be the primary sponsor of the River Dyeing event, which reflects our commitment to supporting our local communities," said Mike Walsh. "Springleaf Financial has been a member of the Chicago community for nearly 75 years, so our support of Chicago's St. Patrick's Celebration is a natural fit. We look forward to celebrating with the rest of Chicago on what should be a memorable and festive day." Springleaf Financial has over 44 branches located in the Chicago area and recently opened a corporate office in downtown Chicago.

The dyeing of the river can be best viewed from the East side of the Michigan Avenue bridge, the West side of the

Columbus Drive bridge or upper and lower Wacker Drive between Michigan Avenue and Columbus Drive.

The Downtown Chicago St. Patrick's Day Parade – in which Springleaf Financial will also participate – will follow the dyeing, kicking off at 12:00 P.M. CT in Grant Park. The parade starts at Balbo and Columbus. The parade units will proceed north on Columbus Drive and the viewing stand will be located in front of Buckingham Fountain.

Following the Parade, Springleaf Financial will sponsor and present B96's Post-Parade Live Broadcast Event. Join B96 Radio host DJs Stylz and Roman for the continued celebration at John Barleycorn, River North at 149 West Kinzie Street.

About Springleaf Holdings, Inc.

Springleaf Financial is a leading consumer finance company providing loan products to customers through its nationwide branch network and through its internet lending division. The Company has a nearly 100-year track record of high quality origination, underwriting and servicing of personal loans, primarily to nonprime consumers. The Company operates one of the largest consumer finance branch networks in the United States, serving its customers through nearly 830 branches in 26 states. For more information, visit **www.springleaffinancial.com/about-us**.

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Source: Springleaf Holdings, Inc.