News Release

Springleaf Financial Launches Free Online Financial Literacy Tool for Consumers

8/12/2014

EVANSVILLE, Ind., Aug. 12, 2014 /PRNewswire/ -- To help consumers make wise financial decisions, Springleaf Financial (NYSE:LEAF) today launched the MoneySKILL® personal finance course on the company's website. This initiative recognizes the need for financial education tools to be widely available for consumers. The free, online course is provided by the American Financial Services Association Education Foundation (AFSAEF). Springleaf Financial is the first company to roll out MoneySKILL to consumers nationwide. By offering nine MoneySKILL modules focused on credit and borrowing, managing expenses, budgeting and saving and other related topics, Springleaf Financial hopes to encourage adult consumers to improve their money management skills.

"Our support for financial literacy extends beyond our store walls," said Jay Levine, president and CEO of Springleaf Holdings, Inc. "We chose to offer the MoneySKILL course free to all consumers, not just Springleaf Financial customers, to help them address the challenging issues they face every day and increase their personal financial knowledge."

The MoneySKILL course was originally created for high school students and is currently used by more than 80,000 students in more than 2,200 schools across the country. Springleaf has chosen nine key modules that include comprehensive lessons, Q&A and detailed explanations, all tailored to the average adult consumer.

"The MoneySKILL course is well received by educators and parents nationwide, so it's a natural progression to offer the program to adults," said Susie Irvine, AFSAEF president and CEO. "For many consumers, this may be the first time they've had access to comprehensive, free financial education. Partnering with Springleaf Financial allows us to expand MoneySKILL's reach to educate consumers."

"Providing consumers with the tools they need to make sound financial decisions is one of Springleaf Financial's top priorities," said Levine. "Launching MoneySKILL gives us the opportunity to further that commitment by offering a

course that's simple, easy to use and effective."

To find out more or to access the customized course, visit **www.springleaf.com**.

About Springleaf Holdings, Inc.

Springleaf is a leading consumer finance company providing loan products to customers through its nationwide branch network and through iLoan, its internet lending division. 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 more than 830 branches in 26 states. For more information, visit **www.springleaffinancial.com/about-us**.

About American Financial Services Association Education Foundation (AFSAEF)

Based in Washington, D.C., AFSAEF's (**www.afsaef.org**) mission is to help consumers realize the benefits of responsible money management, understand the credit process and seek help if credit problems occur. It is affiliated with the American Financial Services Association (**www.afsaonline.org**), the national trade association for the consumer credit industry, protecting access to credit and consumer choice.

Media Contacts:

Jamie Veal
Reputation Partners (for Springleaf)
312-447-2575
Jamie@reputationpartners.com

Karen Klugh
AFSA Education Foundation
202-776-7308
kklugh@afsamail.org

SOURCE Springleaf Holdings, Inc.