News Release

Springleaf Financial Presents Michael's Day at the North Carolina State Fair

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Springleaf and North Carolina State Fair to provide a "Day at the Fair" for children in treatment and their families

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 presenting sponsor of the first annual Michael's Day at the North Carolina State Fair in Raleigh.

Michael's Day was started to honor a patient from the Raleigh area who passed away in October 2014 at the age of seven after a long battle with Neuroblastoma, a rare type of cancer. One of Michael's wishes was to attend the NC State Fair last year, but unfortunately, his disease took him before he could enjoy this one last memorable occasion.

On Saturday, October 24, children staying at Ronald McDonald House while they are seeking treatment for a life-threatening illness are invited to attend the Fair and ride the rides with their family for free. More than 250 people from Ronald McDonald House are expected to participate.

"Michael's Day is a great way to give these families time to reconnect and have fun together," said Springleaf CEO Jay Levine. "We are a proud sponsor and enjoy partnering with great organizations like Ronald McDonald House to make a difference in the communities where we live and work."

Angela Hilburn, a manager at one of the 69 Springleaf branches in North Carolina, has a very strong, personal connection to the event. "I'm so proud Springleaf is supporting Michael's Day. It's especially meaningful to me because my daughter, Brooke, was also diagnosed with Neuroblastoma at age four and she lost her battle with this awful disease at only six years of age," Angela said. "As a parent who has experienced this, I know how much it means to have support from others. It is with great honor that I will be attending this event."

In addition to sponsoring Michael's Day, Springleaf will also be raising money for Ronald McDonald House in Durham by handing out "hope and happiness" bracelets at its fair booth on October 24 and 25 to everyone who donates $1 to the organization.

About Springleaf

Springleaf is a leading consumer finance company providing loan products to customers through its nationwide branch network and iLoan 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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