



PRESS RELEASE

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Blaze Mobile and MasterCard Worldwide Offer Innovative Payment Sticker for Tap & Go™ Payments Using Mobile Devices

Users Enjoy Fast, Convenient Checkout at Over 141,000 Merchants without Carrying their Wallets

Alameda, CA.,– March 30, 2009 – Blaze Mobile and MasterCard Worldwide today introduced the Blaze Mobile MasterCard® *PayPass*™ mobile payment sticker. The small mobile payment sticker can be affixed to any mobile device, enabling it to be used for “Tap & Go” purchases at any of the over 141,000 merchant locations accept *PayPass*. The mobile payment sticker is tied to a prepaid account and is issued by MetaBank.

“This innovative mobile payment sticker leverages the ubiquity and convenience of mobile phones, as well as the increasing comfort level among consumers with converging technologies on mobile devices,” said Art Kranzley, Chief Emerging Technology Officer, MasterCard Worldwide. “Contactless payment capabilities on the device will make life easier for mobile users who can quickly make purchases at retail locations without their wallets,” he said.

The Blaze Mobile MasterCard *PayPass* mobile payment sticker is equipped with advanced radio frequency technology, offering the highest level of contactless payment security. Although the mobile payment sticker is designed to work specifically with mobile devices, it functions just like other *PayPass* devices. The mobile payment sticker transmits card information to the merchant’s point-of-sale terminal, via secure advanced radio frequency technology, allowing consumers to simply “tap” their mobile device with the sticker affixed on a *PayPass* reader to complete their transaction.

MasterCard sees this approach as a bridge to fully integrated contactless payment capabilities using NFC (Near Field Communications) technology. “Having a payment capability *on* the phone is a great way for consumers to see the benefit of having a payment capability *in* the phone,” added Kranzley.

“We created this unique mobile payment sticker to meet the needs of today’s busy consumer,” said Michelle Fisher, CEO of Blaze Mobile. “With the help of MasterCard, we believe that this technology positions Blaze Mobile as a key enabler in the mobile commerce marketplace.”

The mobile payment sticker was designed to complement the Blaze Mobile Wallet, an innovative mobile commerce application. The Blaze Mobile Wallet, available for free, enables mobile phone users to purchase movie and event tickets, manage bank accounts at more than 8,000 supported financial institutions, view electronic receipts, and create expense reports, all from the palm of their hand. The Blaze Mobile Wallet also offers valuable location based services such as maps and points of interest, including ATMs, restaurants and much more.

The Blaze Mobile MasterCard *PayPass* mobile payment sticker is tied to a prepaid account, and is issued by MetaBank™ pursuant to a license by MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated.

To learn more about Blaze Mobile Wallet and the Blaze Mobile MasterCard *PayPass* mobile payment sticker visit www.blazemobile.com.

About MasterCard *PayPass*

MasterCard *PayPass* is ideal for traditional cash-heavy environments where speed is essential, and has led the way in bringing contactless technology to consumer categories such as quick serve restaurants, drug stores, gas stations, vending machines, convenience stores, sports arenas, movie theaters, transit systems, taxis, parking garages and more. As of 4Q 2008, there are over 50 million *PayPass* cards and devices in use at over 141,000 merchant locations worldwide, including participating BP, Best Buy, 7-Eleven, CVS, McDonald's, Petco and many other stores. *PayPass* also is accepted at numerous professional football and baseball stadiums. For more information about MasterCard *PayPass* and a full list of participating merchants, visit www.mastercard.com/paypass.

About Blaze Mobile

Blaze Mobile develops innovative mobile commerce and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. The Blaze Mobile Wallet enables fast and easy "contact-less" purchases – including movie and event tickets – as well as fund transfer, banking, and personal finance management. It can manage bank accounts at more than 8,000 supported financial institutions, view electronic receipts, and quickly and easily create expense reports. Blaze Mobile Wallet also offers valuable location based services such as maps and points of interest, including ATMs, restaurants and more - all in the palm of your hand. The Blaze Mobile Advertising Network enables companies to target specific mobile advertisements and promotions to their most important customers, delivering unparalleled marketing and branding capabilities. Blaze Mobile applications are available through the Apple iPhone, T-mobile, AT&T, NTelos, and for more information, please visit www.BlazeMobile.com.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercard.com.

About MetaBank™

MetaBank is a federally chartered savings bank headquartered in Storm Lake, Iowa. Meta Financial Group, Inc.® is the holding company for MetaBank, Meta Payment Systems®, and Meta Trust Company®. The Meta Payment Systems (MPS) division of MetaBank based in Sioux Falls, South Dakota, is a recognized leader in the prepaid card industry and provides innovative payment solutions delivered nationally in collaboration with market-leading partners. MPS focuses on offering specific

product solutions in the following areas: (i) prepaid cards, (ii) credit cards and lending solutions, and (iii) ATM sponsorship. Meta Financial Group is traded on the NASDAQ Global Market®: CASH. For more information visit <http://www.metacash.com>.

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