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Business Editors

Trycera Financial Launches the Trycera Financial Prepaid MasterCard Card

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Trycera Financial Inc. today announced the launch of the Trycera Financial Prepaid MasterCard(R).

The Trycera Financial card, issued by Meta Payment Systems, a division of MetaBank, enables its cardholder to store or pre-fund money on the card for shopping at millions of merchant locations worldwide and cash withdrawals at ATMs, wherever MasterCard Debit is accepted. The card also features Click N Pay(TM) integrated bill payment, allowing its cardholder to conveniently pay bills via the Internet and phone. Furthermore, cardholders can easily reload the card through direct payroll deposit, bank transfer or at thousands of participating retail locations nationwide.

Featuring a broad range of product features and functionalities, the Trycera Financial Prepaid MasterCard is an innovative tool for consumers seeking to participate in the growing cashless economy. "The card has diverse consumer appeal," said Matt Kerper, CEO of Trycera Financial Inc. "From consumers looking for additional alternatives to cash, to parents introducing budget management tools to their young adult children, and **non-banked individuals** seeking greater participation in an increasingly card and electronic transaction-based society, the Trycera Financial Prepaid MasterCard is an ideal payment solution."

Ian Stromberg, director of business development for Meta Payment Systems added, "Meta Payment Systems is pleased to have Trycera Financial as one of our program managers and we look forward to their innovative growth in this market."

The Trycera Financial Prepaid MasterCard is available online at www.tryceracard.com <www.tryceracard.com> and through various direct affiliate programs.

About Trycera Financial Inc.

Trycera Financial is a publicly reporting financial services company specializing in customized and turnkey prepaid programs partnerships that serve the needs of self-banked consumers. Within the scope of the company's business model, Trycera is focused on four primary channels: consumer-based stored-value products, private-label catalog shopping cards, customized stored-value program management and accretive acquisitions of synergistic product and service providers. In addition to the newly acquired Classic Advantage Card program, Trycera Financial operates the Tru Platinum Card program and is preparing to launch additional association-branded stored-value debit card products in the coming months. For more information, visit the company's Web site at www.trycera.com <www.trycera.com> .

About Meta Payment Systems

Meta Payment Systems, a division of MetaBank, offers card issuing and program support to banks, processors, and third-party program managers seeking to develop programs for stored-value cards. Meta Financial Group (NASDAQ:CASH) is the holding company for

MetaBank. For more information see www.metacash.com <www.metacash.com> .

CONTACT: Trycera Financial Inc. Bryan Kenyon, 949-273-4304 info@trycera.com or Jason Daggett (Investors/Media), 714-264-7975 stockinfo@trycera.com