

Moore Troy III  
Form 4  
February 23, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Moore Troy III

2. Issuer Name and Ticker or Trading Symbol  
META FINANCIAL GROUP INC  
[CASH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
418 SIXTH AVE, SUITE 205  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/22/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
EVP/COO

DES MOINES, IA 50309

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	02/22/2012		D	1,466 D \$ 21	24,198	D	
Common Stock	02/22/2012		M	2,137 A \$ 14.41	26,335	D	
Common Stock					9,258.242 <sup>(1)</sup>	I	By ESOP
Common Stock					25,160.7	I	By LLC

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 31.79					09/30/2010 09/30/2020	Common Stock	3,146
Stock Option (Right to Buy)	\$ 31.79					09/30/2010 09/30/2020	Common Stock	1,190
Stock Option (Right to Buy)	\$ 23.01					09/30/2009 09/30/2019	Common Stock	5,556
Stock Option (Right to Buy)	\$ 16					09/30/2008 09/30/2018	Common Stock	9,685
Stock Option (Right to Buy)	\$ 39.84					09/28/2007 09/28/2007	Common Stock	4,275
Stock Option (Right to Buy)	\$ 24.43					09/29/2006 09/29/2016	Common Stock	4,800
Stock Option (Right to Buy)	\$ 18.87					09/30/2005 09/30/2015	Common Stock	2,812

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Buy)									
Stock									
Option	\$ 22.18					09/30/2004	09/30/2014	Common	2,565
(Right to								Stock	
Buy)									
Stock									
Option	\$ 21.765					09/30/2003	09/30/2013	Common	2,340
(Right to								Stock	
Buy)									
Stock									
Option	\$ 14.41	02/22/2012		M	2,137	09/30/2002	09/30/2012	Common	2,137
(Right to								Stock	
Buy)									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Moore Troy III 418 SIXTH AVE SUITE 205 DES MOINES, IA 50309	X		EVP/COO	

## Signatures

Ira D Frericks,  
POA 02/23/2012

\*\*Signature of  
Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Reflects allocation of shares and reinvestment of dividends pursuant to Company's ESOP plan that have occurred since the date of the reporting person's last ownership report.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.