

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

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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) Price | | | |
| Common Stock | 02/22/2012 | | D | 1,466 | \$ 21 | D | |
| Common Stock | 02/22/2012 | | M | 2,137 | \$ 14.41 | D | |
| Common Stock | | | | | 9,258.242 ⁽¹⁾ | 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 Acquired (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 |

| | | | | | | | | | | |
|-----------|-----------|------------|--|---|-------|------------|------------|--------|-------|--|
| 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.