

FORM 4

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

OMB APPROVAL
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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 or
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * HAAHR JAMES S (Last) (First) (Middle) C/O META FINANCIAL GROUP, INC., 5501 S. BROADBAND LANE (Street) SIOUX FALLS, SD 57108-2253 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol META FINANCIAL GROUP INC [CASH] 3. Date of Earliest Transaction (MM/DD/YYYY) 2/1/2011	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Chairman 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	2/1/2011	2/3/2011	J	U	700	A	\$0	79696	I	By Trust
Common Stock								8386.9	I	By LLC
Common Stock								28937.202	I	By ESOP

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$31.79						9/30/2010	9/30/2020	Common Stock	5005		5005	D	
Stock Option (Right to Buy)	\$23.01						9/30/2009	9/30/2019	Common Stock	7374		7374	D	
Stock Option (Right to Buy)	\$16.00						9/30/2008	9/30/2018	Common Stock	11883		11883	D	
Stock Option (Right to Buy)	\$39.84						9/28/2007	9/28/2017	Common Stock	5935		5935	D	
Stock Option (Right to Buy)	\$24.43						9/29/2006	9/29/2016	Common Stock	7914		7914	D	
Stock Option (Right to Buy)	\$22.18						9/30/2004	9/30/2014	Common Stock	8100		8100	D	
Stock Option (Right to Buy)	\$21.765						9/30/2003	9/30/2013	Common Stock	7500		7500	D	
Stock Option (Right to Buy)	\$14.41						9/30/2002	9/30/2012	Common Stock	5220		5220	D	
Stock Option (Right to Buy)	\$13.65						9/30/2001	9/30/2011	Common Stock	5250		5250	D	

Explanation of Responses:

(1) Award granted pursuant to the Company's 2002 Omnibus Incentive Plan.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HAAHR JAMES S C/O META FINANCIAL GROUP, INC. 5501 S. BROADBAND LANE	X		Chairman	

Signatures

Ira D. Frericks, POA

**Signature of Reporting Person

2/7/2011

Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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