



## **Cash America International, Inc. Fourth Quarter 2009 Earnings Conference Call**

FORT WORTH, TX—(BUSINESS WIRE)—January 22, 2010—CASH AMERICA INTERNATIONAL, INC. (NYSE: CSH), a leading provider of specialty financial services to individuals, will hold its quarterly conference call to discuss Fourth Quarter 2009 results on Thursday, January 28, 2010, at 8:30 a.m. Eastern Time (7:30 a.m. Central Time).

This call is being webcast by Thomson Reuters and may be accessed on Cash America's website at <http://www.cashamerica.com>.

The webcast is also being distributed through the Thomson Reuters StreetEvents Network to both institutional and individual investors. Individual investors may listen to the call at [www.earnings.com](http://www.earnings.com) and institutional investors may access the call via password-protected event management site at [www.streetevents.com](http://www.streetevents.com).

### About Cash America

As of September 30, 2009, Cash America International, Inc. had 1,034 total locations offering specialty financial services to consumers, including 660 pawn lending locations (including 15 unconsolidated franchised locations), consisting of 503 locations operating in 22 states in the United States under the names "Cash America Pawn" and "SuperPawn" and 157 pawn lending locations, of which the Company is a majority owner, operating in 19 jurisdictions in central and southern Mexico under the name "Prenda Fácil." In addition, as of September 30, 2009, the Company had 248 cash advance storefront locations operating in six states in the United States under the names "Cash America Payday Advance" and "Cashland" and 121 unconsolidated franchised and five Company-owned check cashing centers operating in 16 states in the United States under the name "Mr. Payroll." Additionally, as of September 30, 2009, the Company offered short-term cash advances over the Internet to customers in 32 states in the United States at <http://www.cashnetusa.com>, in the United Kingdom at <http://www.quickquid.co.uk> and in Australia at <http://www.dollarsdirect.com.au>. The Company also owns a card services business that processes cash advances on behalf of a third-party lender with balances outstanding in all 50 states and one other United States territory as of September 30, 2009.

For additional information regarding the Company and the services it provides, visit the Company's websites located at:

<http://www.cashamerica.com>

<http://www.quickquid.co.uk>

<http://www.strikegoldnow.com>

<http://www.cashlandloans.com>

<http://www.cashnetusa.com>

<http://www.dollarsdirect.com.au>

<http://www.dollarsdirect.ca>

Investor Relations Contact:

L. Dee Littrell

817.335.1100

[dlittrell@casham.com](mailto:dlittrell@casham.com)