



## **Cash America International, Inc. First Quarter 2010 Earnings Conference Call**

FORT WORTH, TX—(BUSINESS WIRE)—April 15, 2010—CASH AMERICA INTERNATIONAL, INC. (NYSE: CSH), a leading provider of specialty financial services to individuals, will hold its quarterly conference call to discuss First Quarter 2010 results on Thursday, April 22, 2010, at 8:00 a.m. Eastern Time (7:00 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 December 31, 2009, Cash America International, Inc. had 1,048 total locations offering specialty financial services to consumers, including 676 pawn lending locations (including 9 unconsolidated franchised locations) consisting of 500 locations operating in 22 states in the United States under the names "Cash America Pawn" and "SuperPawn" and 176 pawn lending locations, of which the Company is a majority owner, operating in 20 states in central and southern Mexico under the name "Prenda Fácil." In addition, as of December 31, 2009, the Company had 246 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 December 31, 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>, in Australia at <http://www.dollarsdirect.com.au>, and in Canada at <http://www.dollarsdirect.ca>. 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 three other United States territories as of December 31, 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>

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