

**CASH AMERICA, CASHLAND, SUPERPAWN
“MyStartingPoint” REWARDS PROGRAM SWEEPSTAKES
APRIL – FINANCIAL LITERACY MONTH
OFFICIAL RULES**

1. ELIGIBILITY: NO PURCHASE NECESSARY. The “MyStartingPoint” (A CFEF- Community Financial Education Foundation Program) Rewards Program Sweepstakes (“Rewards Program”) is open to residents of the 50 United States and the District of Columbia, 18 years of age or older at time of registering (“registrant”, “entrant”, “you”, “your”). Employees and agents of Cash America International, Inc. (“Sponsor”), and its present and future direct and indirect parents, affiliates, successors, partners, subsidiaries, officers, employees, directors, agents, licensors, licensees, distributors, retailers, advertising and promotion agencies (“Sponsor Affiliates”), and their immediate families or household members of each are not eligible to participate. The Rewards Program is governed by U.S. law, is subject to all applicable federal, state and local laws and regulations, and is void where prohibited or restricted by law or regulations. Any registrant who violates these Official Rules shall be subject to disqualification at the sole discretion of Sponsor.

2. HOW AND WHEN TO ENTER: There are three (3) ways to register for the Rewards Program Sweepstakes. **You may only enter the “MyStartingPoint” Rewards Program Sweepstakes by choosing only one (1) of the following methods:**

1) Go to the Cash America website at: <https://cashamerica.mystartingpoint.org> and sign up to create an account. By creating an account on Cash America’s MyStartingPoint Program website, you are agreeing to be automatically registered with the Rewards Program. Registration for the Rewards Program began on July 1, 2013. To enter the Rewards Program Sweepstakes, you must go to Cash America’s MyStartingPoint Program (the “Program”) website at, <https://cashamerica.mystartingpoint.org> sign up to create an account with the Program, and complete the specific “Badge of the Month.”

2) Go to the Cashland website at: <https://cashland.mystartingpoint.org> and sign up to create an account. By creating an account on Cashland’s MyStartingPoint Program website, you are agreeing to be automatically registered with the Rewards Program. Registration began on July 1, 2013. To enter the Rewards Program Sweepstakes, you must go to Cashland’s “MyStartingPoint” Program (the “Program”) website at: <https://cashland.mystartingpoint.org> and sign up to create an account with the Program and complete the specific “Badge of the Month.”

3) Go to the Super Pawn website at: <https://superpawn.mystartingpoint.org> and sign up to create an account. By creating an account on Super Pawn’s MyStartingPoint Program website, you are agreeing to be automatically registered with the Rewards Program. Registration began on July 1, 2013. To enter the Rewards Program Sweepstakes, you must go to SuperPawn’s “MyStartingPoint” Program (the “Program”) website at: <https://superpawn.mystartingpoint.org> and sign up to create an account with the Program and complete the specific “Badge of the Month.”

3. APRIL REWARDS: Those participants who register for the Cash America, Cashland or SuperPawn “MyStartingPoint” Program (only one (1) entry method allowed) and complete the specific “**Badge of the Month**” as indicated on the Rewards Program, are agreeing to be automatically entered into April’s pool for the weekly random drawings to be held on the following days: Friday, April 10, 2015; Friday, April 17, 2015; Friday, April 24, 2015; and Friday, May 1, 2015. The reward is one (1) \$250 Visa® gift card per brand, per week, for a total of twelve (12) Visa® gift card rewards. There will be four (4) random winners chosen from each of the three (3) methods of entry listed in Section 2 above. The combined total reward amount is \$3,000.00.

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SWEEPSTAKES DATES: The April Financial Literacy Month Rewards Program begins on Wednesday, April 1, 2015 at 9:00 a.m. CDT (the "Rewards Program Start Date") and ends on Thursday, April 30, 2015 at 5:00 p.m. CDT (the "Rewards Program End Date"). The period from the Rewards Program Start Date through Rewards Program End Date is known as the "Rewards Program Period."

A notice for the specific "Badge of the Month" reward shall be posted one each of the websites listed below in this section and in section 2 above. See official websites for further details at: <https://cashamerica.mystartingpoint.org> ; <https://cashland.mystartingpoint.org>; and <https://superpawn.mystartingpoint.org>.

Recipient is responsible for all federal, state and local taxes and all other costs and expenses associated with reward acceptance and use not specified herein as being awarded. No transfer or substitution of reward is permitted by recipient. Sponsor reserves the right, at its sole discretion, to substitute a reward (or portion thereof) with one of comparable or greater value if any advertised reward becomes unavailable. All reward details are at Sponsor's discretion. Unclaimed or rejected rewards will not be awarded. Sponsor will arrange for delivery of reward to recipient via standard shipping by standard carrier.

4. RECIPIENT NOTIFICATION: Recipients will be notified they will be receiving a reward directly through his or her email address provided during the sign-up process. If recipient fails to timely respond to the notification, the recipient's reward is forfeited by that recipient. All recipients are subject to verification at the sole discretion of Sponsor. Neither Sponsor nor its affiliates or agencies are responsible for lost, late, stolen, misdirected, delayed or damaged email notifications.

5. ODDS OF WINNING: The odds of winning depend upon the total number of eligible entries received for the Badge of the Month.

6. INDEMNIFICATION: Recipient hereby agrees to defend, indemnify and hold harmless Sponsor and its present and future direct and indirect parents, affiliates, successors, partners, subsidiaries, officers, employees, directors, agents, licensors, licensees, distributors, retailers, advertising and promotion agencies, and their immediate families or household members of each, and all others associated with the development and execution of this Rewards Program against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to any breach by the entrant of any provision of this document.

7. RELEASE OF LIABILITY: By participating, registrant releases Sponsor Affiliates, all others associated with the development and execution of this Rewards Program from and against any and all injury, loss or damage caused or claimed to be caused by his/her participation in the Rewards Program and/or the acceptance, awarding, receipt, use and/or misuse of any reward, and entrant agrees that these entities are in no matter responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the promotion and/or the awarding of any reward.

8. GENERAL: All federal, state and local laws apply. Void elsewhere and where prohibited by law. By participating, entrants agree to be bound by: (a) these Official Rules, including all eligibility requirements, and (b) the decisions of Sponsor, which are final and binding in all matters relating to the Rewards Program. Sponsor is not responsible for: (a) lost, late, misdirected, damaged, garbled or illegible entries; (b) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof; or (c) any injury or damage to registrant's or any other person's computer related to or resulting from participating in the Rewards Program or the MyStartingPoint Program.

9. DISQUALIFICATION: The following actions are prohibited and will result in automatic disqualification from the Rewards Program:

- (1) Using any method that artificially increases the odds of winning;
- (2) Suspicious and excessive amounts of account registrations for the same address;
- (3) Non-compliance with these Official Rules; and
- (4) Any other act that the Sponsor determines in its sole discretion jeopardizes the integrity of the Rewards Program.

Sponsor reserves the right to permanently disqualify from this Rewards Program any person it believes has violated these Official Rules. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Rewards Program if any fraud, virus or other problem corrupts the administration, security, integrity or proper play of the Rewards Program, as determined by Sponsor in its sole discretion.

If the Rewards Program is terminated, Sponsor will determine the remaining reward recipients from all eligible registrants who completed the MyStartingPoint Program (as stated above in Section 3) as of the termination date/time. If any malfunction, error, disruption or similar damage occurs and impairs the administration, security, fairness, integrity or proper play of the Rewards Program, Sponsor may, in its sole discretion, suspend or terminate the Rewards Program by posting a notice at:

<https://cashamerica.mystartingpoint.org>;
<https://cashland.mystartingpoint.org>; and
<https://superpawn.mystartingpoint.org>.

10. DISCLAIMERS: Under no circumstances, including negligence, shall Sponsor or any of the Sponsor Affiliates be liable for any direct, indirect, incidental, special or consequential damages, including without limitation, property damage, personal injury and/or death, resulting from participation in the Rewards Program or acceptance, use or misuse of any reward. By entering the Rewards Program you agree that: (a) any and all disputes, claims, and causes of action arising out of or in connection with the Rewards Program, or any rewards awarded, shall be resolved individually without resort to any form of class action; (b) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Rewards Program, but in no event attorney's fees; (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses; and (d) these Official Rules and all disputes shall be governed by the internal laws of the state of Texas, without regard to principles of conflicts of laws, any disputes shall be resolved exclusively in the state or federal courts in the state of Texas, and you expressly consent to the jurisdiction of said courts and waive any objection thereto.

11. PUBLICITY: Acceptance of a prize constitutes permission for Sweepstakes Entities to use the winner's name, likeness, voice and comments for advertising and promotional purposes worldwide in any media without limitation and without additional compensation unless prohibited by law.

12. PRIVACY: The information you provide will be governed by the terms of use, privacy policy and the content submission consent and waiver agreement posted at:
<https://cashamerica.mystartingpoint.org/Public/Terms.aspx>;
<http://www.cashamerica.com/PrivacyPolicy.aspx> ; and
<http://www.cashamerica.com/WaiverAgreement.aspx>.

13. OFFICIAL RULES/WINNERS LIST: Copies of these Official Rules and the Winners List are available by sending a self-addressed, stamped envelope with your request to Cash America, Attention: "MyStartingPoint" Rewards Program Sweepstakes, 1600 West 7th Street, Fort Worth, TX 76102.

14. SPONSOR OF REWARDS PROGRAM: Cash America International, Inc., 1600 West 7th Street, Fort Worth, TX 76102.

ABBREVIATED RULES FOR ADVERTISING:

NO PURCHASE IS NECESSARY. MUST BE RESIDENT OF 50 UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. ADDITIONAL TERMS APPLY. TO REGISTER FOR MYSTARTINGPOINT AND ENTER THE REWARD PROGRAM SWEEPSTAKES, DETAILS AND OFFICIAL RULES AT:

<https://cashamerica.mystartingpoint.org> ; or <https://cashland.mystartingpoint.org>; or <https://superpawn.mystartingpoint.org>

SPONSOR: Cash America International, Inc., 1600 West 7th Street, Fort Worth, TX 76102.

The information you provide will be governed by the terms of use, privacy policy and the content submission consent and waiver agreement posted at:

<https://cashamerica.mystartingpoint.org/Public/Terms.aspx>;

<http://www.cashamerica.com/PrivacyPolicy.aspx> ; and

<http://www.cashamerica.com/WaiverAgreement.aspx>