



Additional Information:

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For Immediate Release

**CASH AMERICA ANNOUNCES DIVIDEND INCREASE
AND DECLARES QUARTERLY DIVIDEND**

Fort Worth, Texas (January 28, 2016) - - Cash America International, Inc. (NYSE: CSH) a leading provider of pawn lending and related services in the United States, reported today that its Board of Directors, at a regularly scheduled quarterly meeting, increased the cash dividend amount to \$0.08 (8 cents) per share on common stock outstanding. The newly declared dividend represents a 60% increase compared to the Company's previous quarterly dividend of \$0.05 (5 cents) per share paid each quarter since the first quarter of 2015 and follows last year's 43% dividend increase. The Company has consistently paid a quarterly dividend to shareholders since 1989. The dividend will be paid at the close of business on February 24, 2016 to shareholders of record on February 10, 2016.

Commenting on the board's decision to increase the dividend, T. Brent Stuart, President and Chief Executive Officer of Cash America International, Inc. said, "We are pleased to provide our shareholders with another dividend increase, which is reflective of the strong cash flow that our core pawn business continues to generate. The dividend increase, along with our continued share repurchase activities, reinforces the Company's desire to return value to its shareholders."

About the Company

As of December 31, 2015 Cash America International, Inc. (the "Company") operated 897 total locations in the United States offering pawn lending and related services to consumers, which included the following:

- 822 lending locations in 20 states in the United States primarily under the names "Cash America Pawn," "SuperPawn," "Cash America Payday Advance," and "Cashland;" and
- 75 check cashing centers (all of which are unconsolidated franchised check cashing centers) operating in 12 states in the United States under the name "Mr. Payroll."

For additional information regarding the Company and the services it provides, visit the Company's website located at: <http://www.cashamerica.com> or the Cash America mobile app, which may be downloaded without cost from the App StoreSM and on Google PlayTM.

App Store is a service mark of Apple Inc. and Google Play is a trademark of Google Inc.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This release contains forward-looking statements about the business, financial condition, operations and prospects of the Company. The actual results of the Company could differ materially from those indicated by the forward-looking statements because of various risks and uncertainties including, without limitation: the effect of, compliance with or changes in laws, rules and regulations applicable to the Company's business or changes in the interpretation or enforcement thereof; the regulatory and examination authority of the Consumer Financial Protection Bureau; the effect of any current or future litigation proceedings, including an unfavorable outcome in an outstanding lawsuit relating to the Company's 5.75% Senior Notes due 2018 even though the Company believes the lawsuit is without merit and will vigorously defend its position, and any judicial decisions or rule-making that affects the Company, its products or the legality or enforceability of its arbitration agreements; decreased demand for the Company's products and services and changes in competition; fluctuations in the price of gold and changes in economic conditions; public perception of the Company's business and the Company's

business practices; accounting and income tax risks related to goodwill and other intangible asset impairment, certain tax provisions taken by the Company and other accounting matters that require the judgment of management; the Company's ability to attract and retain qualified executive officers; risks related to the Company's financing, such as compliance with financial covenants in the Company's debt agreements, the Company's ability to satisfy its outstanding debt obligations, to refinance existing debt obligations or to obtain new capital; risks related to interruptions to the Company's business operations, such as a prolonged interruption in the Company's operations of its facilities, systems or business functions, cyber-attacks or security breaches or the actions of third parties who provide, acquire or offer products and services to, from or for the Company; risks related to the expansion and growth of the Company's business, including the Company's ability to open new locations in accordance with plans or to successfully integrate newly acquired businesses into its operations; risks related to the 2014 spin-off of the Company's former E-Commerce Division that comprised its e-commerce segment, Enova International, Inc.; fluctuations in the price of the Company's common stock; the effect of any of the above changes on the Company's business or the markets in which the Company operates; and other risks and uncertainties indicated in the Company's filings with the Securities and Exchange Commission. These risks and uncertainties are beyond the ability of the Company to control, nor can the Company predict, in many cases, all of the risks and uncertainties that could cause its actual results to differ materially from those indicated by the forward-looking statements. When used in this release, terms such as "believes," "estimates," "should," "could," "would," "plans," "expects," "intends," "anticipates," "may," "forecasts," "projects" and similar expressions and variations as they relate to the Company or its management are intended to identify forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements to reflect events or circumstances occurring after the date of this release.

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