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Want to Learn How to Better Manage Your Finances?

Financial Education Websites Provide Ways for Consumers to Spend Less and Save More

(FORT WORTH, Texas) October 8, 2012 – [Cash America International, Inc.](#) (NYSE: CSH), in partnership with Washington, D.C.-based [Community Financial Education Foundation](#) (CFEF), recently launched financial education websites to its customers. The ***MyStartingPoint.com*** program provides a step-by-step process to teach users about budgeting and saving, banking, borrowing money and credit management.

Launched for [Cash America](#) and its two affiliates, [SuperPawn](#) and [Cashland](#), the ***MyStartingPoint.com*** program is CFEF's acclaimed financial educational outreach initiative. It offers interactive, fully customized financial lessons tailored to each individual's needs.

"We believe it is imperative that consumers have a thorough understanding of their financial options and how to build successful and lasting relationships within the financial community," said **Cash America's Vice President of Public Relations and Corporate Communications Yolanda Walker**. "Financial well-being is critical to every individual and information can make the difference between financial freedom or failure; and we're happy to partner with CFEF to provide this valuable resource to the public."

Users complete financial surveys, read relevant articles and watch videos that teach them to better manage their money and be more financially responsible.

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“It is the number one mission of CFEF to ensure that consumers everywhere can have access to information that will contribute towards personal financial health,” said **Executive Director of Community Financial Education Foundation Jane DeMarines**. “We applaud Cash America in sharing this objective and making **My Starting Point.com** a part of their own campaign to educate consumers.”

About Community Financial Education Foundation

CFEF, a 501(c)3 non-profit, is a leading innovator in the field of financial education, educating consumers and connecting them to financial products and services that help to inform and improve their behavior.

About Cash America

As of June 30, 2012, Cash America International, Inc. operated 1,086 total locations offering specialty financial services to consumers, which included 790 lending locations (including one unconsolidated franchised location) in 23 states in the United States under the names “Cash America Pawn,” “SuperPawn,” “Pawn X-Change,” “Cash America Payday Advance,” and “Cashland,” and 195 pawn lending locations in 21 jurisdictions in central and southern Mexico under the name “Prenda Fácil.” The Company also operated 95 unconsolidated franchised and six Company-owned check cashing centers operating in 16 states in the United States under the name “Mr. Payroll” as of June 30, 2012. Additionally, as of June 30, 2012, the Company offered consumer loans over the Internet to customers in 32 states in the United States at <http://www.cashnetusa.com/> and <https://www.netcredit.com/>, in the United Kingdom at <http://www.quickquid.co.uk/> and <http://www.poundstopocket.co.uk/>, in Australia at <http://www.dollarsdirect.com.au/>, and in Canada at <http://www.dollarsdirect.ca/>.

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