



Cash America International, Inc. Fourth Quarter 2010 Earnings Conference Call

FORT WORTH, TX—(BUSINESS WIRE) — January 20, 2011—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 2010 results on Thursday, January 27, 2011, 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 and institutional investors may access the call via password-protected event management site at www.streetevents.com.

About the Company

As of September 30, 2010, Cash America International, Inc. had 1,062 total locations offering specialty financial services to consumers, which include 735 lending locations (including nine unconsolidated franchised locations) operating in 28 states in the United States under the names "Cash America Pawn," "SuperPawn," "Cash America Payday Advance," and "Cashland," and 202 pawn lending locations, of which the Company is a majority owner, operating in 21 jurisdictions in central and southern Mexico under the name "Prenda Fácil." The Company also operated 120 unconsolidated franchised and five Company-owned check cashing centers operating in 17 states in the United States under the name "Mr. Payroll" as of September 30, 2010. Additionally, as of September 30, 2010, the Company offered short-term loans over the Internet to customers in 33 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 micro-line of credit services business that processes short-term loans on behalf of a third-party lender with balances outstanding in all 50 states and four other United States jurisdictions as of September 30, 2010.

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.enovafinancial.com>

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

<http://www.cashnetusa.com>

<http://www.dollarsdirect.ca>

<http://www.cashlandloans.com>

<http://www.goldpromise.com>

<http://www.primaryinnovations.net>

<http://www.mrpayroll.com>

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