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FOR IMMEDIATE RELEASE

Looking for Great Prices and a New Place to Shop?
Cash America Hosts Grand Opening to Celebrate 65th Store in Houston

(FORT WORTH, Texas) Oct. 4, 2012 – Houston shoppers now have more options for discounted merchandise, adding to the city’s retail growth. [Cash America International, Inc.](#) (NYSE: CSH) recently opened a new store located at **3403 Cypress Creek Pkwy.** and will host a grand opening celebration on **Saturday, Oct. 6 from 9 a.m. to 5 p.m.**

City representatives, including **Major Armondo Tello with the Harris County Sheriff’s Office**, will join together for a ribbon cutting at 1 p.m. The celebration honors the opening of another new store in Harris County, the Largest Retail Market in Texas according to the [2012 Texas Retail Survey](#).

“Adding another Cash America location in Houston allows us to serve more customers and continue to build relationships in the community,” said **Cash America Market Manager Eric Hays**. “We encourage Houston neighbors to visit our stores for exceptional customer service, one-of-a-kind merchandise and great savings on already low prices.”

Neighbors and community partners will be in attendance including the [Juvenile Diabetes Research Foundation \(JDRF\)](#), a nonprofit organization dedicated to finding a cure for type 1 diabetes. Refreshments, face painting and giveaways will be provided at the grand opening celebration, along with a raffle for an iPad retailed at \$399.

The 8,000 square foot store will offer 50 percent off jewelry and DVDs and 25 percent off laptops through Oct. 6.

Hours of operation are Monday through Friday 9 a.m. to 7 p.m., Saturday 9 a.m. to 5 p.m. and closed on Sunday. For more information about Cash America or the new Houston store, visit [www.CashAmerica.com](#), Cash America’s [Facebook](#) or [Twitter](#) pages or the [Cash America blog](#).

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 <http://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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