



Cash America International, Inc. First Quarter 2011 Earnings Conference Call

FORT WORTH, TX—(BUSINESS WIRE) — April 14, 2011—CASH AMERICA INTERNATIONAL, INC. (NYSE: CSH), a leading provider of specialty financial services to individuals, will hold its quarterly conference call to discuss First Quarter 2011 results on Thursday, April 21, 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 December 31, 2010, Cash America International, Inc. had 1,081 total locations offering specialty financial services to consumers, which include 779 lending locations (including nine unconsolidated franchised locations) operating in 23 states in the United States under the names "Cash America Pawn," "SuperPawn," "Maxit," "Pawn X-Change," "Cash America Payday Advance," and "Cashland," and 180 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 116 unconsolidated franchised and six Company-owned check cashing centers operating in 17 states in the United States under the name "Mr. Payroll" as of December 31, 2010. Additionally, as of December 31, 2010, the Company offered short-term loans over the Internet to customers in 32 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>.

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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