



## **Cash America International, Inc. Second Quarter 2011 Earnings Conference Call**

FORT WORTH, TX—(BUSINESS WIRE) — July 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 Second Quarter 2011 results on Thursday, July 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](http://www.earnings.com) and institutional investors may access the call via password-protected event management site at [www.streetevents.com](http://www.streetevents.com).

### **About the Company**

As of March 31, 2011, Cash America International, Inc. had 1,087 total locations offering specialty financial services to consumers, which include 781 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 182 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 118 unconsolidated franchised and six Company-owned check cashing centers operating in 18 states in the United States under the name "Mr. Payroll" as of March 31, 2011. Additionally, as of March 31, 2011, the Company offered consumer loans over the Internet to customers in 30 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.enovafinancial.com>  
<http://www.cashnetusa.com>  
<http://www.cashlandloans.com>  
<http://www.primaryinnovations.net>

<http://www.quickquid.co.uk>  
<http://www.dollarsdirect.com.au>  
<http://www.dollarsdirect.ca>  
<http://www.goldpromise.com>  
<http://www.mrpayroll.com>

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