



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

FORT WORTH, TX—(BUSINESS WIRE) — October 13, 2011—CASH AMERICA INTERNATIONAL, INC. (NYSE: CSH), a leading provider of specialty financial services to individuals, will hold its quarterly conference call to discuss Third Quarter 2011 results on Thursday, October 20, 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 June 30, 2011, Cash America International, Inc. had 1,084 total locations offering specialty financial services to consumers, which include 782 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 184 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 112 unconsolidated franchised and six Company-owned check cashing centers operating in 18 states in the United States under the name "Mr. Payroll" as of June 30, 2011. Additionally, as of June 30, 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> and <http://www.poundstopocket.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.quickquid.co.uk>  
<http://www.poundstopocket.co.uk>

<http://www.dollarsdirect.com.au>  
<http://www.dollarsdirect.ca>  
<http://www.goldpromise.com>  
<http://www.mrpayroll.com>  
<http://www.primaryinnovations.net>

Investor Relations Contact:

L. Dee Littrell  
817.335.1100  
[dlittrell@casham.com](mailto:dlittrell@casham.com)