

CORE VALUES

We at Cash Plus are committed to building an organization of people whose dedication to the customer and the community is reflected in these simple commitments:

- We will listen to our customers, strive to understand their needs and work to exceed their expectations.
- We will dedicate ourselves to handling all relationships and business transactions with complete integrity and total honesty.
- We will provide a clean, safe, friendly business atmosphere for our employees and customers.
- We will provide top quality products and outstanding services at reasonable prices.
- We will become an integral part of our communities by participating in community events, interacting with other businesses and recruiting employees from the areas we serve.

Through a long-term commitment to these values, we will be known as a company that truly cares about its customers and their communities.

family
financial
service
centers

CASH  PLUS

an Equal Opportunity Employer

what
could we
possibly
do for
your
business?

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 PLUS
CASH®

Cash Plus is good for businesses. Here's how.

What can Cash Plus do for your business?

The short answer to this question is that we can provide your employees and customers with services that can make their financial lives a little easier.

Some examples.

Suppose you have employees who ask you for advances on their paychecks. Since loaning money probably isn't your business, you could send them to us: our payday advance program is often a perfect, affordable solution to the need for extra cash on a short-term basis. Everybody benefits.

We also offer check cashing, money orders, wire transfers and prepaid debit cards, convenient financial services that many families in America use on a periodic basis. And more.

More Ways We've Helped Businesses.

We have a collection of stories that just goes on and on. Here are a few:

- The owner of a temporary staffing agency found that his clients had a hard time cashing checks when starting their new jobs. He sent them to Cash Plus. Now they can have cash in hand on their first payday.
- On payday, many employees of a fast food franchise spent their entire lunch breaks standing in line at a bank, often returning late to work. The manager recommended Cash Plus. The result? Faster, friendlier check cashing...and on-time employees.
- An automotive repair shop referred a customer to Cash Plus who needed to get his car out of the shop or he wouldn't have transportation to work the next day. A fast, no credit check payday advance solved the problem for both the repair shop and the customer.

Who is Cash Plus?



Cash Plus has been providing financial services to families across America since 1984. Our stores are independently owned and operated franchise businesses serving their local communities.

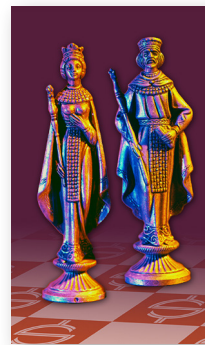
If you haven't visited a Cash Plus store, they're clean, attractive and staffed by friendly, knowledgeable people who know the community. Many stores have bilingual staffs. We're also open extended hours and on weekends.



We're particularly proud that Cash Plus has been frequently ranked on *Entrepreneur Magazine's* Franchise 500 list of top franchises, a reflection on our commitment to excellence in the delivery of products and services. We've also been honored with a FiSCA *Activa Award* for our unique programs that give back to our communities, including our BravoKids® giving program to help children in need.



The Kings & Queens Difference.



We try our very best to treat all customers like royalty. Really. Our fast, friendly, courteous Kings & Queens™ customer service is one of the big reasons our referral business is so strong and why our customers keep coming back year after year. Another big reason is our fair prices.

Our bottom line: mutual benefits.

Cash Plus is committed to being an integral part of the local community. Our customers come from all walks of life and, as the examples suggest, we've developed mutually beneficial relationships with many different kinds of businesses. Shouldn't we be working together?