

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
bank?

 PLUS
CASH

Cash Plus helps hundreds of banks nationwide. Here's how.

What can Cash Plus do for your bank?

The short answer to this question is that we can provide your customers with an option when you don't have one for them. We're an option to saying "no" to your customers, a word no customer likes to hear.

We've helped hundreds of banks in communities around the country by giving them new options...and at absolutely no cost to them.

Some examples.

Suppose you have a client complaining that they don't want a hold placed on their deposit. Instead of saying "sorry, that's our policy," you could have your tellers send them to us. In most cases, we can cash their check for a nominal fee. Then they can deposit the cash and have access to their money when they need it.

We also offer money orders and wire transfers, services that many banks find are not very profitable and tie up employees.

Here's another example. Suppose you have a customer you have to turn down for a personal loan. Instead of sending them away angry and frustrated, send them to Cash Plus. We can offer them a short-term solution with our payday advance program.

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.

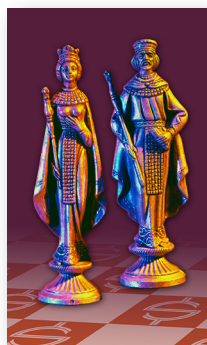


We're particularly proud that Cash Plus has been



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.

We'll send happier customers back to you.

By letting us help your customers when you can't, they come back to you happier. You've given them a "yes" instead of a "no" and helped them find a new, complementary resource in Cash Plus. As you surely know from experience, customers have long memories for service that exceeds their expectations.