

Consumer Bifold Brochure, 1-up (commercial printing)

Standard edition: English



PACKAGE CONTENTS

- How to Customize
- 1-up **Brochure**, 4-color, English (2-sided)



Sample 1-up sheet, English (side one)



Sample 1-up sheet, English (side two)

ABOUT THE BROCHURE

This redesigned full color edition of our venerable Consumer Brochure has updated language and is now in editable PDF format. That means it's easy to customize (no rubber stamps or labels required), as well as being more colorful and having higher impact. Plus, we've also created this 1-up bifold version especially for use with commercial printers (*the 2-up version is more convenient for in-house reproduction*).

People can't refer customers to you if they don't know you exist and what you do. Distributing these high quality brochures liberally during your guerrilla marketing efforts is a great way to introduce potential referral sources to your core services. So get creative, get the word out and get new customers.

The abbreviated version of the payday advance/short-term loan responsibility statement (part of the CFSA Best Practices program) is also included.

A Spanish version is also available.

How to Customize: Consumer Bifold Brochure, 1-up

Standard edition, 4-color, Eng. & Span. (for commercial printing)

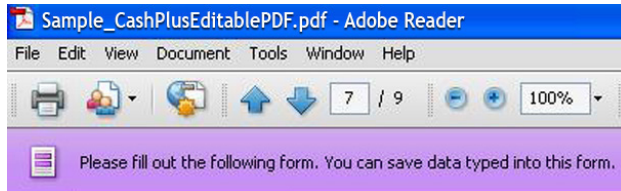


EDITING WITH ADOBE READER

You can customize the editable fields in this file using Adobe Reader, a free application you can download from www.Adobe.com. With Adobe Reader version 7 or higher, the customized file containing your store's information can be saved to your hard drive for future use. Be sure to use the latest free version that is compatible with your computer's operating system.

CUSTOMIZING INSTRUCTIONS

1. Once you've opened the editable PDF file in Adobe Reader 7 or later (or Adobe Acrobat) you should see a message in the header indicating that you can fill out a form and save the data (the sample screen shot below is from Adobe Reader 8 for Windows).

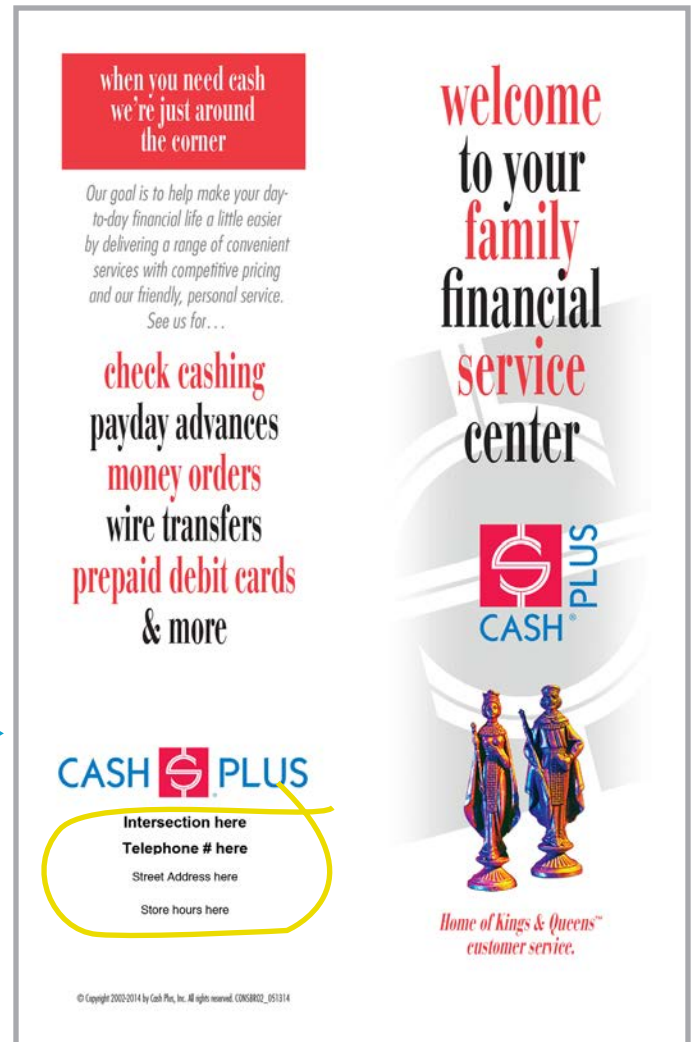


At right is part of a reduced size editable page with the default text (in the area(s) circled in yellow) that you should see when you open the file. NOTE: Clicking on the "Highlight Fields" button in Adobe Reader will indicate the text fields you can edit with a blue box.

2. The only customization required is on side one of the editable PDF. Select a line of editable text in a yellow-circled "live area" (see right) and type the appropriate information. Press TAB to move to the next field.
3. When you've finished entering all your information, save the edited file with an appropriate (and different) file name, then print out (see "printing tips").

PAPER STOCK

For commercial printing, we recommend a 80 or 100lb gloss or matte coated book paper stock designed for brochure printing.



PRINTING TIPS

The 1-up versions of of this brochure are designed for reproduction by commercial printers. Your customized two-sided, 1-up PDF files can be used directly by most commercial printers to print and fold the brochure in the quantities you desire.

Contact the Corporate Office if your printer needs a special type or size of file.

when you need cash
we're just around
the corner

Our goal is to help make your day-to-day financial life a little easier by delivering a range of convenient services with competitive pricing and our friendly, personal service.

See us for...

check cashing
payday advances
money orders
wire transfers
prepaid debit cards
& more

CASH  PLUS

welcome
to your
family
financial
service
center

 PLUS
CASH[®]



*Home of Kings & Queens[™]
customer service.*

fast, fair & friendly...we're your family financial service center*

check cashing



We cash all kinds of checks: payroll checks, government checks, insurance checks, tax refund checks, cashier's checks...even personal checks: we can cash them all for you. Check our price list for current fees and details.

"My bank wanted to put a ten day hold on my check. Thanks to Cash Plus I had my cash immediately."

ROSA A. HERNANDEZ

payday advances

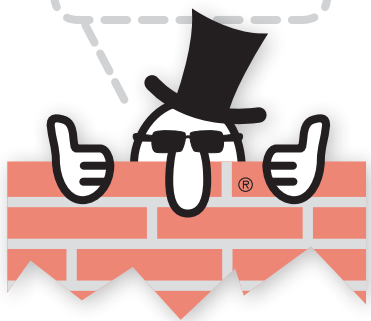


Payday advances are a fast, convenient way to get the extra cash you need...for all kinds of good reasons. Our customers use payday advances for a variety of minor financial emergencies...and to avoid costly bounced checks and late charges on credit card and bill payments. It's also handy for those times when you're just a little "short" before payday.

"When my car broke down I didn't have to wait until my next payday to get it out of the shop. My Cash Plus payday advance got me back on the job."

JERRY R. SANGER

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**It's as easy as 1-2-3
...and no credit check!**

- 1** Write us a check today
- 2** We'll hold it until your next payday
- 3** Walk out with CASH in about 15 minutes.

Here's all you need...

Simply bring us your most recent bank statement, your last pay stub (employer's address and phone number, too), all pages of your most recent phone bill, a driver's license or other ID and your checkbook. Give us 15 minutes to verify the information and upon approval, you'll walk out with cash!

Always use payday advances responsibly.

*check the reverse side for more ways we can make your life easier...