

**THE CASH STORE FINANCIAL SERVICES INC.**  
(the “ Corporation”)

**CHIEF EXECUTIVE OFFICER**

**POSITION DESCRIPTION**

The Chief Executive Officer (the “CEO”) will be a duly elected or appointed member of the Board of Directors of the Corporation (the “Board”), will be appointed as CEO by the Board each year and will have the competencies and skills recommended by the Compensation Committee and determined by the Board. The CEO shall not be a member of any Board committee, but is invited to attend Board Committee meetings as required.

The CEO’s primary role is to manage the Corporation in an effective, efficient and forward-looking way and to fulfil the priorities, goals and objectives determined by the Board of Directors in the context of the Corporation’s strategic plans , budgets and responsibilities set out below, with a view to increasing shareholder value. The CEO is responsible to the Board.

Without limitation to the foregoing, the CEO is responsible for the following:

1. Maintain and develop, with the Board, strategic plans for the Corporation and implement such plans.
2. Provide high-level policy options, orientations and discussions for consideration by the Board.
3. Provide support, co-ordination and guidance to various responsible officers and managers of the Corporation.
4. Promote communications between the Corporation and major stakeholders, including, and most importantly, the Corporation’s shareholders, in accordance with applicable securities laws.
5. Comply with laws, rules, regulations, other legal requirements wherever the Corporation is carrying on business, the Corporation’s Code of Business Conduct and Ethics and promote a culture of high ethics throughout the organization.
6. Annually, or more often at the discretion of the Compensation Committee, review this Position Description and recommend updates to the Board for their consideration.

Approved by the Board - August 26, 2009