

Fact Sheet: Q4 2009

Introduction

Cash Store Financial Services Inc. (TSX:CSF) is one of Canada's leading providers of alternative financial services and products and the only payday advance broker in Canada publicly traded on the Toronto Stock Exchange. Operating under two of the strongest branded chains in the market, the Cash Store and Instaloans, the company acts as a broker to facilitate payday advance services to income-earning consumers, offering a growing range of additional financial services and products in communities and markets that are underserved by traditional financial institutions.

Since opening its first branch in Edmonton, Alberta in 2001, the company currently maintains a rapidly growing network of over 424 branches in more than 200 communities. By branch count, Cash Store Financial holds 25% of Canada's alternative financial services market and is the leading provider in Alberta, Saskatchewan, Manitoba, and Atlantic and rural Canada.

Products and Services

- Small-sum, short-term loans
- Term loans
- Financial product insurance
- A private-label debit card – the Freedom Card
- A pre-paid credit card – the Freedom MasterCard
- Western Union wire transfers
- Cheque cashing
- Injury advances
- Telephone reconnect services

Strategic Priorities

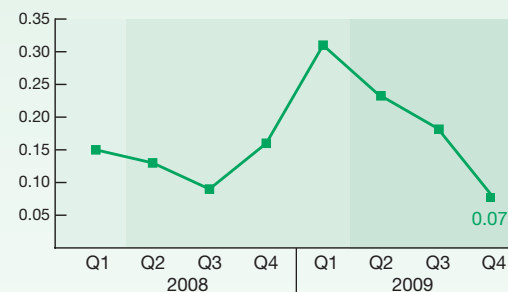
- Continued aggressive expansion of our branch network and focusing on the maturing of existing branches
- Maximize shareholder value by growing earnings per share
- Minimize risk and fund aggressive growth through a strong balance sheet.
- Work with governments to secure a competitive regulated industry.

Investment Highlights

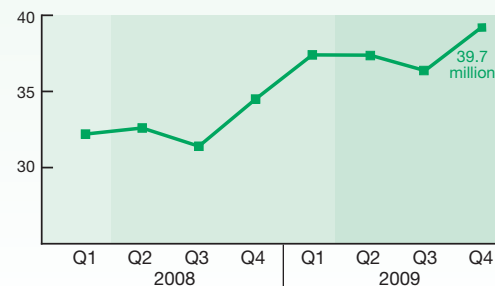
- Only payday advance services company in Canada publicly traded on TSX.
- Significant growth opportunities in markets and communities under served by traditional financial institutions.
- Innovative, entrepreneurial management team committed to on-the-ground leadership.
- Strong working capital and cash position and no debt financing.

Financial Highlights

Earnings per Share



Revenue



The Cash Store Financial Services Inc.

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