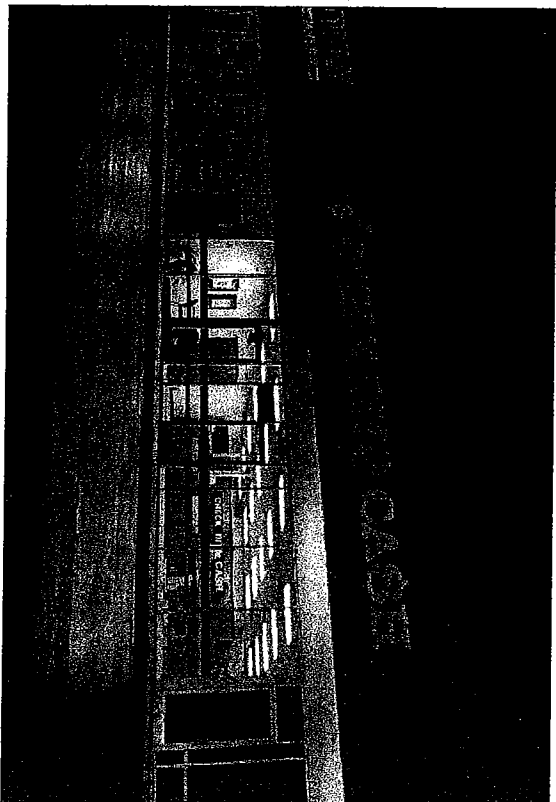


# CHECK INTO CASH, Inc.

- First Office opened in Cleveland, TN in 1993.
- Currently have 1200+ location all over the U.S.
- Our goal is to provide quality service that is quick, easy and confidential®.
- [www.Checkintocash.com](http://www.Checkintocash.com).





Bring a photo  
ID, latest 30  
day bank  
statement and  
proof of  
income

Write us a personal  
check and get the cash\*  
you need immediately



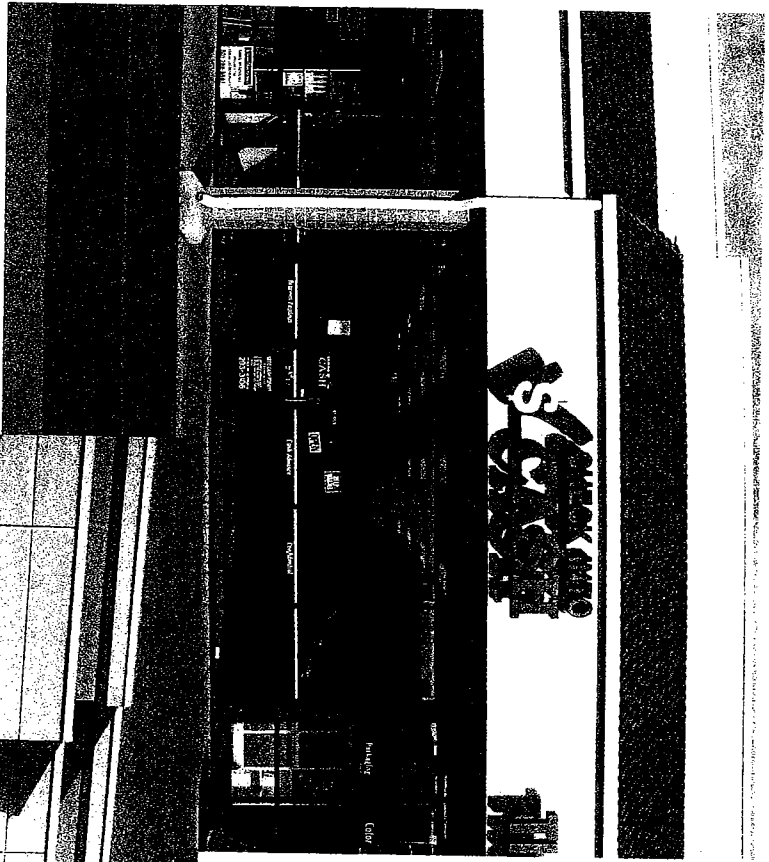
We hold your  
check until  
your next  
payday, up to  
14 days



Check into Cash(“CIC”) is perfect for times when your budget is stretched by unexpected expenses.

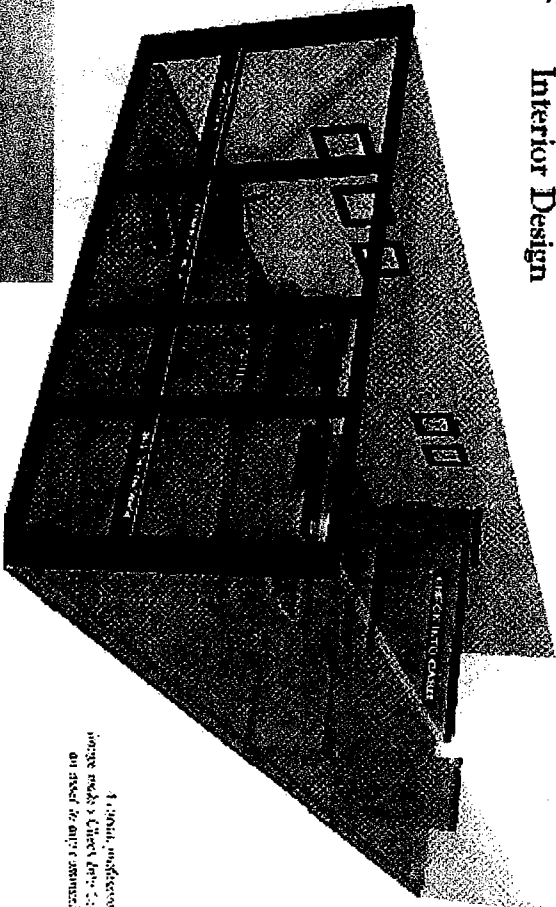
Many of our customers get paid bi-weekly or monthly and experience budget crunches before payday. There is no need to max out a credit card with growing interest or risk NSF fees.

And if for any reason you decide a payday advance is not right for you, you have up to the close of the following business day to rescind, at no cost, your payday advance transaction.

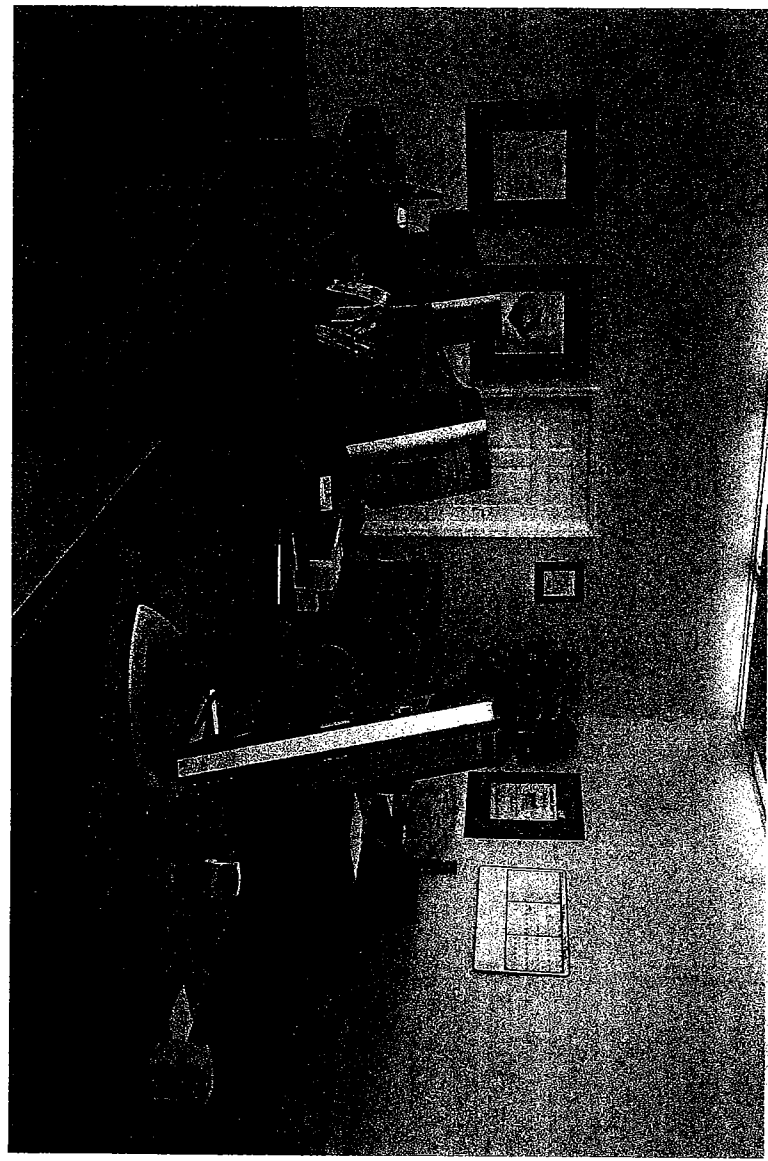




**Check into Cash, Inc.  
Interior Design**

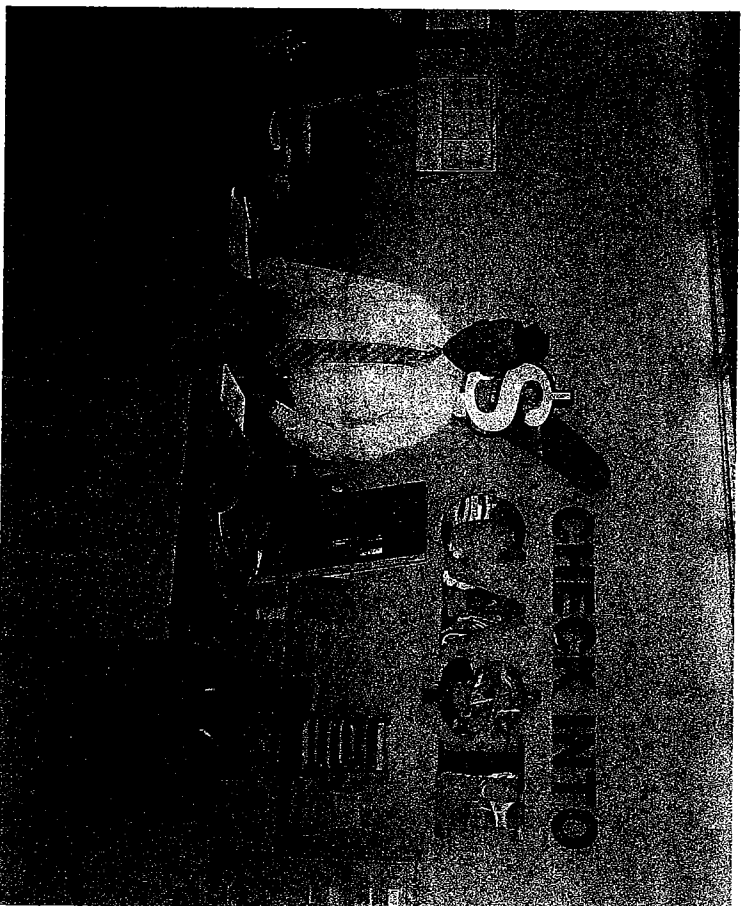


*A small, professional  
interior design firm that  
has been in business  
for over 20 years.*



## *CIC Centers and Employees*

- Centers are not located in high-crime areas.
- CIC is not a check casher, so there is not large sums of money at the CIC centers.
- Professional, courteous employees.
- Thirty-day(30) training program.
- Continuous on the job training.



## *Payday Advance Customers*

- Payday advance customers represent the heart of the working middle class.
- Majority have incomes between \$25,000 and \$50,000. 42% own their own homes.
- 68% are under 45 years old; only 4% are over 65, compared to 20% of the population.
- 94% have a high school diploma or better, with 56% having some college or a degree.
- 100% have a steady income and an active checking account (required for an advance).

## *Rates*

- Payday advance fees typically cost less than customers' alternatives.
- Bank/merchant fees on one bounced check can cost three times that of a \$100 advance from a payday lender.
- Payday advance APRs are often lower than customers' alternatives (on the same 2-week term).

## Rates Continued...

- \$100 payday advance with \$15 fee = 391% APR
- \$100 credit card balance with \$26 late fee = 678% APR
- \$100 bounced check with \$48 NSF/merchant fees = 1,251% APR
- \$100 utility bill with \$50 late/reconnect fees = 1,304% APR



## *It Is a Short-term Transaction!*

- It's a closed-end, short-term transaction with a one-time flat fee. No revolving debt and no additional fees or accruing interest if not paid when due.
- 66% use payday advance to cover unexpected expenses or a temporary reduction in income
- 34% use it for planned expenses or other discretionary uses

## California Law Specific

- Our service is called Deferred Deposit.
- Maximum Term is 31 days, with no minimum term.
- Maximum amount advanced = \$300.00.
- Maximum fee is 15% of the face amount of the check. Per \$100.00 = \$17.65 fee.
- No renewal is allowed. The transaction must be paid in full before customer may enter into a new one.

## *What We Do Not Do*

- We do not do wire transfers.
- We do not cash checks.
- We do not handle utility bills.
- We do not make title loans.
- We do not do pawn transactions.

## Miscellaneous

- Full disclosure on in-store signage and in loan agreement (with TILA disclosures) and Privacy notice
- Right of rescission with refund.
- Professional, fair and lawful collection practices and no threat or use of criminal prosecution

## *CIC Is a Leader in the Payday Advance Industry*

- CIC was instrumental in organization of the Community Financial Services Association of America (CFSA).
- CFSA is the payday advance industry's trade association.
- CFSA has established uniform "best practices" standards and helped enact legislation that balances consumers' interests with those of the industry.
- [www.CFSA.net](http://www.CFSA.net).

## **Best Practices For The Industry (CFSA)**

**To be a member in good standing of CFSA, a payday advance provider must abide by the following best practices:**

- 1. Full disclosure.**
- 2. Compliance with all applicable laws.**
- 3. Truthful advertising.**
- 4. Encourage consumer responsibility.**
- 5. A member will comply with State laws on rollovers.**
- 6. Right to rescind.**
- 7. Appropriate collection practices.**

## **Best Practices for the Industry, Continued...**

8. No criminal action will be threatened.
9. A member will participate in self policing of the industry.
10. Support balanced legislation.
11. Relationships with financial institutions.
12. A member will comply with a separate code of Military Best Practices that addresses the unique circumstances of active duty military customers.

## **Military Best Practices, (CFSA)**

**To be a member in good standing of CFSA, a payday advance provider must abide by the following best practices:**

- A prohibition on the garnishment of military wages or salaries
- A deferral of collection activity against a military customer that has been deployed to a combat or combat support posting for the duration of the deployment or a Reserve or National Guard member unexpectedly called to active duty



## **Military Best Practices, (CFSA)**

### **Continued...**

- A prohibition against contacting the military chain of command of a military customer in an effort to collect on the loan.
- A requirement that CFSA members honor the terms of any repayment agreement that they have entered into with any customer, including any repayment agreement negotiated through military counselors or third-party credit counselors.
- A requirement that CFSA devote a portion of their existing financial literacy effort to addressing the particular education needs of military customers.

## **Continued...**

- A requirement that CFSA develop a brochure with information specifically relevant to military customers including CFSA best practices, military policies regarding credit, where military members may turn for financial assistance through established military programs, a CFSA military hotline and information about local credit counseling alternatives.
- CFSA will establish and maintain a current website listing “Military Best Practices”, CFSA members and store locations of such members along with appropriate contact information, providing military credit policies, financial assistance available to military personnel, and information regarding military credit counseling alternatives for use by the general public and military personnel and agencies as they deem appropriate.