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FOR IMMEDIATE RELEASE

PLS Loan Store Introduces Auto Insurance at Dallas Locations

CHICAGO, IL, MARCH 15, 2011: Dallas-area motorists now have a more convenient option for auto insurance, as PLS Loan Store is now offering insurance policies at its locations. Introduced in a pilot store in late January, auto insurance offered through PLS Insurance Agency of Texas, Inc., is now available at six PLS Loan Store locations in the Dallas area.

The company intends to make auto insurance available at all 21 of its North Texas PLS Loan Store locations by April.

A convenient alternative

"The convenience is what's most appealing to our customers," reports Glenn Pickrell, Director of Operations, PLS Loan Store/North Texas. "We've received extremely positive feedback. At our Buckner location (2101 S. Buckner Blvd., Dallas), we wrote over a hundred estimates for current customers in the first two weeks.

"The interest in this new product is very high. A lot of our customers are telling us, 'I'm coming back as soon as my current policy expires.'"

Policies are offered on a one- to six-month basis, with premiums paid monthly. Instant coverage, with a low down payment, is available. "Motorists with limited or bad credit histories can be sure of finding the coverage they need," said Pickrell.

Full suite of coverage

Auto insurance policies include liability coverage, personal injury protection, vehicle damage, property damage and comprehensive coverage. Other types of coverage and services (e.g., towing, roadside assistance, Mexican travel insurance) will soon be added to the insurance portfolio offered to PLS Loan Store customers.

"PLS Insurance Agency of Texas is working with trusted auto insurance carriers such as Affirmative, American Southwest, Empower and Endeavor," Pickrell stated. "We want to provide our customers with coverage we can strongly endorse."

In-depth training for employees

Team members at the six PLS Loan Store locations have undergone extensive training and have successfully passed the county mutual examination. "All of our PLS Loan Store employees have achieved the certification required by the state of Texas," said Pickrell.

PLS Loan Store anticipates making auto insurance available at its Houston-area locations before the end of the year.

About PLS: People. Location. Service.

Chicago-based PLS Financial Services, Inc., manages more than 300 financial service centers in Alabama, Arizona, California, Illinois, Indiana, Mississippi, New York, Texas and Wisconsin, with more than 3,100 employees. PLS is one of the largest, fastest-growing and most distinguished organizations in the check cashing industry, and is a top-ranked Western Union money transfer network.

PLS is listed on *Inc.* magazine's "5000 Fastest-Growing Private Companies in America," and has been named one of Chicago's "101 Best and Brightest Companies to Work For" by the National Association of Business Resources. For the past three years, PLS has been named one of Chicago's Largest Privately Held Companies by *Crain's Chicago Business*[®], and was a member of Crain's "Fast 50" (Fastest Growing Companies). Bob and Dan Wolfberg, PLS Presidents, were finalists for Ernst & Young's 2010 Entrepreneur of the Year Award. The company has also been honored with the Activa Award from the Financial Service Centers of America (FiSCA) in recognition of its charitable efforts.

The PLS brands include ***PLS Check Cashers***, which offers check cashing, prepaid debit cards, money transfer services, money orders and bill payments; ***PLS Loan Store***, which provides consumer micro-loans and tax-preparation services; and ***PLS Motor Vehicle Services***, which offers vehicle license and registration services.