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FOR IMMEDIATE RELEASE

PLS's Bob and Dan Wolfberg Finalists for Ernst & Young's Entrepreneur of the Year® Award

CHICAGO, IL, MAY 3, 2010: Bob and Dan Wolfberg have been named finalists for Ernst & Young's 2010 Entrepreneur of the Year® Award. The two brothers share the title of President, PLS Financial Services, Inc.

Ernst & Young's Entrepreneur of the Year awards are given to entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities.

The finalists were selected by an independent judging panel made up of business, academic and community leaders. Ernst & Young's Midwest Entrepreneur of the Year will be announced at the awards presentation on Thursday, June 24 at the Sheraton Hotel and Towers in Chicago.

"For the past 24 years, Ernst & Young has honored outstanding entrepreneurs through our Entrepreneur of the Year program," said Randy Tavierne, Ernst & Young Partner and Midwest Strategic Growth Markets Leader. "These entrepreneurs make a tremendous difference within our communities and for our larger economy. We thank them for the positive impact they've had in the Midwest."

"We're very gratified to be part of this prestigious group of entrepreneurs and business leaders," said Bob Wolfberg. "We share this honor with our more than 3100 team members." PLS operates more than 350 financial services centers in nine states.

"PLS stands for *People—Location—Service*," noted Dan Wolfberg. "As entrepreneurs, we stay focused on our combination of talented, dedicated people offering popular products at convenient locations with superior customer service."

As part of the awards process, the Wolfberg brothers will be profiled in the July issue of *Smart Business* magazine.

Entrepreneur of the Year awards will be presented in twelve industry categories: communications; defense and security; distribution and manufacturing; emerging; energy, chemicals and mining; financial services; health sciences; media and entertainment; real estate, hospitality and construction; retail and consumer products; services; and technology.

Winners in numerous national categories, as well as the overall national Ernst & Young Entrepreneur of the Year award winner, will be announced at the annual awards gala in Palm Springs, California, on November 14, 2010.

About PLS: People. Location. Service.

Chicago-based PLS Financial Services, Inc., manages more than 350 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 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 was named one of Chicago's Largest Privately Held Companies by *Crain's Chicago Business*[®], and in 2008 and 2009 was a member of Crain's "Fast 50" (Fastest Growing Companies). The company has also been honored with the Activa Award from the Financial Service Centers of American (FiSCA) in recognition of its charitable efforts.

The PLS brands include **PLS Check Cashers**, which offers check cashing, 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**.