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FOR IMMEDIATE RELEASE

FiSCA Recognizes Bob Wolfberg as its Financial Service Provider of the Year

*Honored for his outstanding leadership and his prominent role
as a spokesperson for the financial services center industry*

CHICAGO, IL—October 31, 2011: Financial Service Centers of America (FiSCA), the industry's professional trade organization, recognized Bob Wolfberg, President, PLS, as the recipient of its William Siegel Financial Service Provider of the Year Award. The award was presented at FiSCA's 23rd annual Conference & Exposition in Orlando. This is the 21st year that FiSCA has presented this award to a leader in the financial services center industry.

Wolfberg was honored for his prominent role as a leader and spokesperson for the industry. As president of the Illinois Small Loan Association and a FiSCA board member, Wolfberg has worked tirelessly to represent the financial services center industry, consulting with state and federal officials, and working with lawmakers to shape legislation regulating lending and check cashing services.

Presenting the award during the 23rd annual Conference & Exposition's final evening, FiSCA Chairman Joe Coleman said, "Bob exemplifies what it means to be an industry leader, not just in words, but in actions. He understands the importance of proactive engagement—with public officials, with other members of the industry to pursue common interests, and with his own company so that it excels in the marketplace, even in challenging times."

Coleman added: "Bob's vision also ensures that PLS provides an example of a company leading the way in community service efforts throughout the country."

Bob and Dan Wolfberg, brothers and third-generation financial services entrepreneurs, founded PLS in 1997. The company has grown rapidly and today PLS operates more than 300 financial services centers in nine states. The PLS mission is to provide innovative and convenient financial services delivered with the respect that hard-working consumers deserve.

About PLS: People. Location. Service.

The PLS Group, headquartered in Chicago, is comprised of more than 300 financial services 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 performer for Western Union, a money transfer network.

PLS has been listed among *Inc.* magazine's "5000 Fastest-Growing Private Companies in America" for the past three years, and for three consecutive years has been named one of the "101 Best and Brightest Companies to Work for in Chicago" by the National Association of Business Resources. For the past four 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 twice honored with the Activa Award from the Financial Service Centers of America (FiSCA) in recognition of its charitable efforts.

The PLS Group serves customers through its **PLS Check Cashers** stores, which offer check cashing, prepaid Visa debit cards, money transfer services, money orders and bill payments; **PLS Loan Store** locations, which provide consumer short-term loans, auto insurance and tax-preparation services; and **PLS Motor Vehicle Services** facilities, which offer vehicle license and registration services.

About FiSCA

FiSCA, founded in 1987, is the national trade association for more than 6,500 individual financial service centers across the United States. FiSCA members provide a wide variety of financial services and products to their communities, including check cashing, money orders, money transfers, and electronic bill payment services, automatic teller machine access, government benefit and payroll payments, small dollar short-term loans, electronic tax preparation, prepaid debit cards, deposit acceptance services, public transportation fare and token sales, motor vehicle license plate and title distribution, postage stamp sales and numerous other services. For more information, please visit www.fisca.org.

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