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FOR IMMEDIATE RELEASE

PLS Selects Kelly Scott Madison as its Media Agency

CHICAGO, IL—April 18, 2013: PLS has assigned its media planning and buying to Kelly Scott Madison. The Chicago-based media company will handle TV, radio and out-of-home planning for PLS, whose markets span the U.S. from California to New York.

“The strategic capabilities of KSM’s media professionals will support our continued growth,” said **Barb Wolf**, VP Marketing & Products, PLS. “Their insights and expertise will enable us to maximize opportunities in our current markets and successfully introduce our brand to new markets.”

PLS (www.PLSHome.com) is one of America’s most successful and fastest-growing consumer financial services retailers. The company is transforming the industry through its singular combination of affordably priced financial services delivered with exceptional customer service. The reason PLS exists can be simply stated: ***Why PLS? Because You Deserve Better!***® That's the promise the company makes to customers, communities and employees.

“This is an excellent fit for many reasons,” stated **Jonathan Lichter**, Partner and Chief Strategy Officer, Kelly Scott Madison. “PLS is a ground-breaking, entrepreneurial company, and our approach is to deliver innovative solutions that go beyond the expected. We’re looking forward to helping this dynamic company grow its brand and exceed its objectives.”

PLS: People. Location. Service.

The PLS Group, headquartered in Chicago, operates or manages nearly 400 financial services centers in markets that span the U.S. from California to New York. PLS, with more than 3,800 employees, has annual revenue that exceeds \$250 million.

PLS is ranked among the **Top 100 Job-Creating Companies in the U.S.** by *Inc.* magazine (www.inc.com/hire-power/list), and is listed among *Inc.*’s **5000 Fastest-Growing Private Companies in America** (www.inc.com/inc5000/list). The company has been named one of the



101 Best and Brightest Companies to Work for in Chicago by the National Association for Business Resources (www.101bestandbrightest.com). PLS is ranked as one of **Chicago's Largest Privately Held Companies** by *Crain's Chicago Business* (www.chicagobusiness.com), and was listed among *Crain's Fast 50*. Bob and Dan Wolfberg, PLS Presidents, were finalists for Ernst & Young's **2010 Entrepreneur of the Year Award** (www.ey.com). In 2011, Bob Wolfberg was recognized by Financial Service Centers of America [FiSCA (www.fisca.org)] as its **Financial Service Provider of the Year**. The company has also been honored with the **Activa Award** from FiSCA three times 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, direct deposit 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.

Kelly Scott Madison

As one of the original architects of the media planning and buying industry, KSM was built upon a long legacy of client success that continues to this day. KSM's client partnerships provide the agency with extensive experience spanning virtually every demographic segment, across every medium, in nearly every market category. KSM is poised to cover the media needs of any client—big or small. For more information, visit www.ksmmedia.com

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