

P R E S S R E L E A S E

Date: January 21, 2010

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FOR IMMEDIATE RELEASE

FiSCA LAUNCHES NATIONWIDE FUNDRAISING EFFORT TO PROVIDE ASSISTANCE TO HAITI

(Hackensack, NJ) – Financial Service Centers of America (FiSCA) today announced it is launching a nation-wide campaign to raise emergency funds for the FiSCA Haiti Relief Fund. Under this initiative, member store locations from across the country will collect funds for the relief effort which will then be donated to charitable organizations.

“There are more than 420,000 Haitian people living across the U.S. today and many are our customers,” explained Joseph Coleman, FiSCA Chairman. “We want to help in the relief efforts to Haiti, and we know our customers also want to help in any way they can. The FiSCA Haiti Relief Fund campaign being set up by FiSCA will involve the participation of thousands of stores across the country. Every dollar donated by FiSCA will be matched by Western Union which will allow us to make a tremendous contribution”

FiSCA is partnering with the Western Union Foundation, which provides funds and grants for disaster relief internationally, and which will be matching the funds that FiSCA submits. They will deliver them to relief organizations on the ground in Haiti, such as Mercy Corps. In addition, MoneyGram is offering one dollar money transfers to Haiti through Jan. 24 and free money transfers of money donations to the American Red Cross through Feb. 13.

The FiSCA program includes both in-store donation centers where customers, employees and their families can make direct donations while at the window conducting their business. In addition, FiSCA also is asking all owners and operators of stores to directly support this effort. All funds collected are being sent directly to the “FiSCA Haiti Relief Fund.”

Given its large Haitian population, the Financial Service Centers of Florida has been particularly active in fundraising efforts, a fact not lost on area elected officials. Florida State Representative Yolly Roberson (D-North Dade) said: “I will be actively promoting this generosity on Haitian radio and other media outlets. I commend the Financial Service Centers of America, the Financial Service Centers of Florida, and Western Union for stepping forward in this hour of dire need. The pledge to match any dollars donated

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at check cashing outlets throughout the country, and to provide free money transmittal services is a kind and benevolent act.”

In addition to overall coordination of the fundraising effort, FiSCA has developed in-store signage that licensed financial service centers can use to facilitate their local fundraising efforts. Additional information about the campaign, including supportive materials, is available directly from the FiSCA website, www.fisca.org.

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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