

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

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FOR IMMEDIATE RELEASE

FiSCA ANNOUNCES WINNERS OF INAUGURAL STORE APPEARANCE RECOGNITION (StAR) AWARD COMPETITION

Moneytree and PLS Win for “Exemplary” and “Most Improved” Categories

(Las Vegas, NV – October 4, 2010) – Financial Service Centers of America (FiSCA), today announced the winners of the association’s inaugural Store Appearance Recognition (StAR) award competition. Moneytree, based in Seattle, WA, won the Exemplary Store of the Year award and PLS, based in Chicago, IL, won the Most Improved Store Appearance of the Year.

The Exemplary Store Appearance of the Year Award was issued to that FiSCA member that operates stores in a manner that best exemplifies FiSCA’s Store Appearance Best Practices and whose company’s image reflects positively on the industry. The Most Improved Store Appearance of the Year Award was issued to a company that in the past 18 months has taken action to improve the appearance of one or more of its stores.

The award program was created last year as part of FiSCA’s effort to encourage the industry to improve the overall appearance of its stores. In addition, FiSCA created a Best Practices Store Evaluation Guide, available to FiSCA members only. This self-evaluation tool assists operators in objectively quantifying how well their store(s) compare to the industry’s best practices. It can be used to identify areas where a facility is currently up to industry standards and others that could be improved to perform better. The Guide is intended to assist in establishing consistent standards within each member’s organization that will help improve the appearance of their facilities as well as their bottom line performance.

“First impressions are everything,” said Joseph Coleman, Chairman of FiSCA. “FiSCA members value and recognize the importance of store appearance to the overall performance and profitability of their stores. Financial Service Centers need to keep store appearance on par with other financial service businesses such as banks and credit unions as well as other retail establishments in the neighborhood. These initiatives are important to our entire industry and how we as a whole are perceived. Congratulations to both Moneytree and PLS for setting high standards that the rest of our industry may follow.”

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Submissions for the different awards were reviewed by a panel of judges comprised of industry experts. The winners were announced at FiSCA's 22nd Annual Conference & Exposition.

“We are thrilled to award these two companies on their accomplishments,” said Rob Zweig, Chairman of FiSCA's Store Appearance Committee. “They set the “Gold Standard” for store appearance that others can use as models for their own operations.”

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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