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ACE CASH EXPRESS COMMUNITY FUND DONATES \$50,000 TO JUNIOR ACHIEVEMENT OF DALLAS

DALLAS, OCT. 17, 2007 -- ACE Cash Express, Inc. recently announced a donation of \$50,000 to Junior Achievement of Dallas, furthering their commitment to invest in the communities they serve.

The donation is part of the ACE Community Fund commitment to contribute to organizations that support children, education and financial literacy. In 2006, ACE contributed over \$587,000 to various non-profit organizations nationwide through the ACE Community Fund.

“Junior Achievement is honored and excited to receive funds from ACE Cash Express. This contribution represents the commitment ACE Cash Express has to equip the workforce of tomorrow,” said Linda Schoelkopf, President of Junior Achievement of Dallas. Schoelkopf further adds, “This sponsorship means that approximately 1,470 students will learn from more than 60 volunteers about the skills they’ll need to be successful in the future.”

Along with the \$50,000 contribution, ACE also recruits company volunteers from the Dallas area to teach the fundamentals of finance and economics classes at a local elementary school in Irving, Texas twice a year. On October 10th, 36 volunteers visited Townsell Elementary School to teach the Junior Achievement curriculum to 19 classrooms of third, fourth and fifth grade students.

“Each year, our company associates look forward to volunteering and teaching the Junior Achievement curriculum,” said Jay B. Shipowitz, ACE’s President and CEO. “Our partnership with Junior Achievement is particularly significant to ACE because it meets all three criteria for our Community Fund giving: children, education and financial literacy.”

About ACE

ACE Cash Express, Inc. is a leading retailer of financial services, including check cashing, short-term consumer loans, bill payment and prepaid debit card services, and the largest owner, operator and franchisor of check cashing stores in the United States. As of June 30, 2007, ACE had a network of 1,712 stores in 38 states and the District of Columbia, consisting of 1,528 company-owned stores and 184 franchised stores. ACE focuses on serving consumers, many of whom seek alternatives to traditional banking relationships in order to gain convenient and immediate access to financial services.

About The ACE Community Fund

ACE Cash Express, Inc. implemented a corporate giving program in 2003, the ACE Community Fund, as a way to give back to communities where ACE has stores. The ACE Community Fund supports charities that help children, support education and promote financial literacy. Each year, ACE sets aside one percent of the previous year’s net income to support these worthwhile causes through the ACE Community Fund. Since its inception, the ACE Community Fund has donated over \$1,143,000 to 41 charities.

About Junior Achievement

Junior Achievement of Dallas, Inc. is a non-profit economic education organization with a core purpose to inspire and prepare young people to succeed in a global economy.

Junior Achievement programs are designed to help students K-12 learn about the American free enterprise system and their role in it. All Junior Achievement programs include hands-on learning presented by trained volunteers in the classroom. During the 2007-08 school year, 2,100 business volunteers will serve in North Texas elementary, middle and high school classrooms, reaching more than 42,000 students. Worldwide, Junior Achievement reaches nearly seven million students in 96 countries. For more information, visit www.jadallas.org.

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