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ACE Cash Express Makes Record-Setting Donation of \$943,874 to March of Dimes

DALLAS, Dec. 19, 2008 -- ACE Cash Express, Inc. announced today a donation of \$943,874 to the March of Dimes Foundation in support of programs to improve the health of all babies.

ACE's "Give a Little" campaign raised a record-setting amount for the company – a more than \$400,000 increase from the previous year. ACE customers were asked to make a donation to support healthy babies and the result was extraordinary.

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“We are honored to support a worthy organization such as the March of Dimes. This year’s ‘Give a Little’ campaign enabled ACE to donate the largest one-time contribution ACE has ever made to a nonprofit organization,” said ACE President and CEO, Jay Shipowitz. “The generosity of our associates and customers is what fuels this campaign, and is a true testament to ACE’s commitment to give back to the communities where we do business.”

Through the ACE Community Fund, ACE’s corporate giving program, ACE has donated more than \$2 million to the March of Dimes, while also contributing to other national charitable organizations including the American Red Cross and Junior Achievement.

“ACE employees and customers deserve our deepest thanks for efforts to give every baby a healthy start in life,” said Dr. Jennifer L. Howse, president of the March of Dimes. “We’re grateful to ACE Cash Express and its associates for their support, which is enabling us to fund new research and community-based programs so more families can experience the joy of having a healthy baby.”

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About ACE Cash Express

ACE Cash Express, Inc. is a leading retailer of financial services, including short-term consumer loans, check cashing, bill payment and prepaid debit card services. ACE is the largest owner and operator of check cashing stores in the United States and the second largest owner and operator of short-term consumer loan stores in the United States. As of November 30, 2008, ACE had a network of 1,807 stores in 38 states including the District of Columbia, consisting of 1,721 company-owned stores and 86 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. For additional information about ACE, visit www.acecashexpress.com.

About The ACE Community Fund

Established in 2003, the ACE Cash Express Community Fund is the corporate giving program supporting organizations that help children, support education and promote financial literacy, and is focused on giving back to communities where ACE has stores. Each year, ACE sets aside one percent of the previous year's net profit to support these worthwhile causes through the ACE Community Fund. Since its inception, the ACE Community Fund has donated more than \$3 million to charitable organizations throughout the nation.

About March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies. For the latest resources and information, visit www.marchofdimes.com or www.nacersano.org.