

## **FOR IMMEDIATE RELEASE**

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## **ACE CASH EXPRESS RAISES \$584,000 FOR MARCH OF DIMES**

**DALLAS, AUG. 27, 2007** -- ACE Cash Express, Inc. announced today a donation of \$584,000 to the March of Dimes Foundation to support programs to improve the health and the lives of babies.

The funds were raised through a unique in-store event for ACE associates and customers called "Give a Little," and represent the largest contribution that ACE has made to the March of Dimes.

"The March of Dimes campaign is the largest fundraiser that we conduct each year, and the real credit goes to our ACE associates," said Jay B. Shipowitz, ACE's President and CEO. "This is a new record for charitable giving at ACE. I am particularly pleased with the response we've received from our customers. Their generosity is what fuels this campaign and helped make this year's donation the largest ever."

ACE conducts the annual fundraiser as a part of its commitment to form stronger connections among employees, customers and communities in which ACE does business. In total, ACE has raised over \$1 million for the March of Dimes, while also contributing to other national charitable organizations including the American Red Cross and Junior Achievement.

"We are 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 a healthy baby," stated Dr. Jennifer L. Howse, president of the

March of Dimes. “ACE employees and customers can take great pride in the important role they’re playing in the success of our work to give every baby a healthy start in life.”

### **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 The March of Dimes**

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003 launched a campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes Web site at [marchofdimes.com](http://marchofdimes.com) or its Spanish language Web site at [nacersano.org](http://nacersano.org).