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## **AS EASY AS 1-2-3!**

*Payday America's new 1-2-3 Loan allows customers to borrow money with one simple phone call!*

BURNSVILLE, MN (April X, 2006)—Payday America is proud to announce the 1-2-3 Loan, just rolled out at all Minnesota locations. This loan allows customers to borrow money with a quick 3 to 4 minute phone call using their Cashpass Card, a pre-paid debit card issued by MasterCard. Cashpass Card holders can get cash, buy gas and use the card anywhere MasterCard is accepted. The Cashpass Card looks like any other credit or debit card and is FDIC insured protecting the customer for up to \$100,000. The Cashpass Card also provides a sense of self-esteem for customers now able to access all the benefits of credit and debit card holders.

Customers interested in the Cashpass Card and the 1-2-3 Loan do not need to provide a credit report or detailed banking history “Our 1-2-3 Loan allows customers without a checking account to obtain a loan,” says Steve Caulfield, Chief Executive Officer of Payday America.

The customer’s payroll, social security check or other regular payments are directly deposited onto the Cashpass Card. After coming into any Payday America location to set up the account, the customer can call from home to obtain a loan or make payments. The funds are then automatically deposited onto or withdrawn from the Cashpass Card.

“Basically, the customer doesn’t have to come into the store anymore to borrow money or make payment on a loan,” says Caulfield. “On busier days, we’ve seen customers having to wait a longer period of time than we’d like to make a loan payment. With the addition of the new 1-2-3 Loan option, customers can simply make a phone call from the comfort of their own home. It’s a convenience already getting praise from our customers.” Caulfield adds.

“We saw this as a unique business opportunity allowing us to expand our services, without having to physically expand our stores,” says Brad Rixmann, Owner and Founder of Pawn America and Payday America. “Ultimately, it’s a win-win for both the company and our customers,” explains Rixmann.

The 1-2-3 Loan is fully operational through a call center located at the Pawn America headquarters in Burnsville. Additional staff will be added to meet the demands of the service.

**For interview opportunities, contact Michael Deering at 952-944-1319. For more information on Pawn America and Payday America including locations, directions and services, log onto [www.pawnamerica.com](http://www.pawnamerica.com)**

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