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**PAWN AMERICA CUTS LOAN FEES UP TO  
SIXTY PERCENT!!**

*Pawn America's Latitude Loan entices new customers with rates  
the competition just can't match!!*

BURNSVILLE, MN (April X, 2006)—Pawn America announces the extension of the company's already successful Latitude Loan. First offered in 2005, the measure dropped the interest rate from 18% to 10% on loans of \$1000 or more. That's almost a 50% savings for customers.

“Without any advertising, the Latitude Loan generated a huge amount of interest and business,” says Steve Caulfield, Chief Executive Officer of Payday America. “Because of the success, we've decided to extend the option to lower value loans,” explains Caulfield.

The newest Latitude Loan drops the pawn loan rate from 24% to 15% on loans between \$500 and \$1,000. “We've offered this new option for a few weeks now and again we're seeing a lot of interest,” says Caulfield.

Beyond appealing to new customers, the extension of the Latitude Loan is designed to encourage customers to bring additional high-end merchandise into Pawn America stores. Caulfield says the Latitude Loan also simplifies the process for the customer. “With the drop in fees, customers can opt for a single \$500 loan instead of several smaller loans which ultimately would cost them more money,” Caulfield explains.

“This is a big move for the Midwest region pawn industry,” says Brad Rixmann, Owner and Founder of Pawn America. “We're proud to be able to offer these new rates to customers, many of whom have been paying pawn loan fees of up to 40% to other lenders,” Rixmann adds.

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

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