

May 14, 2012



Community Choice Financial Inc. First Quarter Earnings Release

Dublin, OH, May 14, 2012 – Community Choice Financial Inc. (“CCFI”) released first quarter 2012 financial results on Monday, May 14, 2012. CCFI will host a conference call on Tuesday, May 22, 2012 at 1:00 p.m. eastern, to discuss the results. Financials and conference call details have been posted on our datasite hosted by Merrill. Current and prospective bond holders can obtain the credentials to permit access to the datasite by emailing investorrelations@ccfi.com.

About Community Choice Financial Inc.

Community Choice Financial Inc. is a leading retailer of financial services to unbanked and underbanked consumers through a network of 435 retail storefronts across 14 states. CCFI focuses on providing consumers with a wide range of convenient consumer financial products and services to help them manage their day-to-day financial needs including short-term consumer loans, check cashing, prepaid debit cards, money transfers, bill payments, and money orders. Please visit www.ccfi.com for more information.

Forward-Looking Statements and Information:

Certain statements contained in this release may constitute "forward-looking statements" within the meaning of federal securities laws. All statements in this release other than those relating to our historical information or current condition are forward-looking statements. For example, any statements regarding our future financial performance (including, but not limited to, CCFI's ability to execute its long-term strategy and to manage operational efficiencies across its national footprint), our business strategy, and expected developments in our industry are forward-looking statements. Although we believe that the current views and expectations reflected in these forward-looking statements are reasonable, those views and expectations and the related statements are inherently subject to risks, uncertainties, and other factors, many of which are not under our control and may not even be predictable.

Therefore, actual results could differ materially from our expectations as of today and any future results, performance, or achievements expressed directly or impliedly by the forward-looking statements. For a more detailed discussion of some of the factors that may cause our actual results to differ from our current expectations, please refer to the "Risk Factors" section of our Confidential Offering Circular dated April 20, 2011.

SOURCE Community Choice Financial Inc.