



FOR IMMEDIATE RELEASE

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Lending a Hand for Healthier Hearts at This Weekend's Heart Walk

COLUMBUS, OHIO – As a lead-up to this weekend's Central Ohio Heart Walk, Community Choice Financial associates have raised more than \$55,000 for the American Heart Association, double the company's commitment.

"I'm extremely proud of the way the Community Choice Financial family, many of whom have been touched by heart disease, have stepped up to the plate for this important cause," said Community Choice Financial Chairman and CEO Ted Saunders. "Heart and cardiovascular diseases, including stroke, all too often come on suddenly and leave lives changed forever. Our associates are pleased to do all they can to support research to help those battling heart disease enjoy a greater quality of life and generate awareness of the benefits of living a healthier life."

An estimated 120 Community Choice Financial associates are expected to participate in the walk, which begins at 7:30 a.m. this Saturday at the Columbus Commons in downtown Columbus. However, funds raised by company associates have far surpassed Community Choice Financial's commitment of \$25,000.

The American Heart Association has designated Community Choice Financial a Fit-Friendly Company for its commitment to heart health. The company provides central Ohio associates with a gym and trainer, a smoke-free workplace, healthy lunches for employees and sponsors weight-loss competitions.

"The funds raised through the Heart Walk and Executive Challenge directly impact our ability to improve and extend lives here in our community," said Jennifer Scheehle, executive director of the central Ohio American Heart Association. "One of our goals is to reduce cardiovascular diseases and strokes by 20 percent by 2020, and when we do, it will equate to 863 lives saved per day. The American Heart Association is extremely grateful for Ted's leadership on the Executive Challenge – it truly provides the critical dollars to fund research, education programs and advocacy efforts needed to help us meet that goal."

As of Aug. 20, Community Choice Financial and its associates ranked fourth in total corporate charitable giving and fundraising for this year's Heart Walk.

Saunders also led the central Ohio Executive Challenge on behalf of the Central Ohio Heart Walk. As of Aug. 19, this campaign had raised \$237,000 from at least 80 Columbus-area executives who pledged a donation of \$3,000 or more to the American Heart Association.

About Community Choice Financial Inc.'s Community Cares Program

Community Choice Financial Inc. Community Cares Program encourages associates to select projects and programs that are important to them and receive paid time off or rewards points to volunteer their time and talents. CCFI focuses on programs that provide financial education and hunger prevention/emergency hunger relief. However, associates give to many causes important to them including organ donation, cancer, heart disease and diabetes. One of the largest recipients of their associates' generosity is Volunteers of America. Leadership involvement includes but is not limited to the 2015 Central Ohio Heart Walk, The Salvation Army Board, the American Heart Association Board and the Children's Hunger Alliance.

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 over 490 retail storefronts across 14 states and across more than 20 states via the Internet. 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, installment loans, check cashing, prepaid debit cards, money transfers, bill payments and money orders. For more information on Community Choice Financial Inc. visit <http://ccfi.com/>.

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