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For Immediate Release

CASH AMERICA ANNOUNCES SHARE REPURCHASE AUTHORIZATION

Fort Worth, Texas (October 20, 1999) - - Cash America International, Inc. (NYSE: PWN) announced today that, at its regularly scheduled meeting, the Company's board of directors authorized the repurchase of up to one million shares of the Company's common stock in open market transactions. This announcement reestablishes a previously authorized share repurchase of up to one million shares whereby the Company purchased 439,900 shares in various open market transactions, representing approximately 44% of the authorized amount, through September 30, 1999. The amount and prices paid for any share purchase will be based on market activities at the time of the purchase in compliance with securities guidelines and procedures.

Commenting on the new authorization, Daniel R. Feehan said, "While we continue to believe that invested capital is profitably deployed in the expansion of our primary business activities, the ability to selectively purchase shares in the open market provides opportunity for additional long term shareholder value appreciation. Recently prevailing prices have, in our view, represented a favorable opportunity for the purchase of Cash America shares with the overall objective of enhancing return on investment." Repurchased shares will be held as treasury stock for general corporate purposes. As of September 30, 1999, there were approximately 25.4 million shares of Cash America common stock outstanding.

Cash America International, Inc. is a diversified provider of specialty finance services to individuals in the United States, United Kingdom and Sweden. Cash America is the largest provider of secured non-recourse loans to individuals commonly referred to as pawn loans, through 469 locations in 16 states and two foreign countries. In addition, the Company provides check cashing services through its affiliated Company, innoVentry, and rental services through its wholly owned subsidiary, Rent-A-Tire, Inc.

This release contains forward-looking statements about the business, financial condition and prospects of Cash America International, Inc. and its subsidiaries ("the Company"). The actual results of the Company could differ materially from those indicated by the forward-looking statements because of various risks and uncertainties including, without limitation, changes in demand for the Company's services, changes in competition, the ability of the Company to open new operating units in accordance with its plans, economic conditions, real estate market fluctuations, interest rate fluctuations, changes in the capital markets, changes in tax and other laws and governmental rules and regulations applicable to the Company's business, and other risks indicated in the Company's filings with the Securities and Exchange Commission. These risks and uncertainties are beyond the ability of the Company to control, and, in many cases, the Company cannot predict all of the risks and uncertainties that could cause its actual results to differ materially from those indicated by the forward-looking statements.

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