



Additional Information:

Thomas A. Bessant, Jr.
(817) 335-1100

For Immediate Release

CASH AMERICA CHIEF EXECUTIVE OFFICER ADOPTS 10b5-1 PLAN

Fort Worth, Texas (November 27, 2007) - - Cash America International, Inc. (NYSE: CSH) announced today that Daniel R. Feehan, the Company's Chief Executive Officer and President, has adopted a pre-arranged, systematic trading plan to sell company shares in accordance with guidelines specified by Rule 10b5-1 under the Securities and Exchange Act of 1934 and with Cash America's policies with respect to insider sales.

Rule 10b5-1 permits officers and directors of public companies to adopt pre-determined plans for selling specified amounts of stock. The plans may be entered into only when an officer or director is not in possession of material, nonpublic information and may be used to gradually diversify investment portfolios over a period of time.

The 10b5-1 plan provides for Mr. Feehan's sale of up to 150,000 currently held shares over a period of six months beginning December 12, 2007. Mr. Feehan anticipates the number of shares to be sold will be approximately 24% of the aggregate number of shares he currently owns or has a right to acquire under option and restricted stock unit agreements.

The proceeds from the plan will enable Mr. Feehan to diversify his personal assets. Mr. Feehan said, "I remain confident of the financial condition of Cash America and bullish about our long-term growth prospects. The 10b5-1 plan allows me to diversify my equity holdings in accordance with a personal financial plan I have adopted for the benefit of my family. I am retaining a significant equity interest in Cash America and hope to add to that position in future years."

Cash America International, Inc. is a provider of specialty financial services to individuals in the United States with 936 total locations. Cash America is the largest provider of secured non-recourse loans to individuals, commonly referred to as pawn loans, through 495 locations in 22 states under the brand names Cash America Pawn and SuperPawn. The Company also offers short-term cash advances in many of its locations including 301 locations that offer this service under the brand names Cash America Payday Advance and Cashland. Short-term cash advances are also offered over the Internet to customers in 31 states in the United States and the United Kingdom at <http://www.cashnetusa.com> and <http://www.quickquid.co.uk>, respectively. In addition, check cashing services are provided through its 140 franchised and Company-owned "Mr. Payroll" check cashing centers.

For additional information regarding the Company and the services it provides, visit the Company's websites located at:

<http://www.cashamerica.com>

<http://www.cashlandloans.com>

<http://www.cashnetusa.com>

<http://www.quickquid.co.uk>

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

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, governmental rules and regulations applicable to the Company's businesses, and the 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, nor can the Company predict, in many cases, all of the risks and uncertainties that could cause its actual results to differ materially from those indicated by the forward-looking statements. When used in this release, terms such as "believes," "estimates," "plans," "expects," "anticipates" and similar expressions as they relate to the Company or its management are intended to identify forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements to reflect events or circumstances occurring after the date of this release.

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