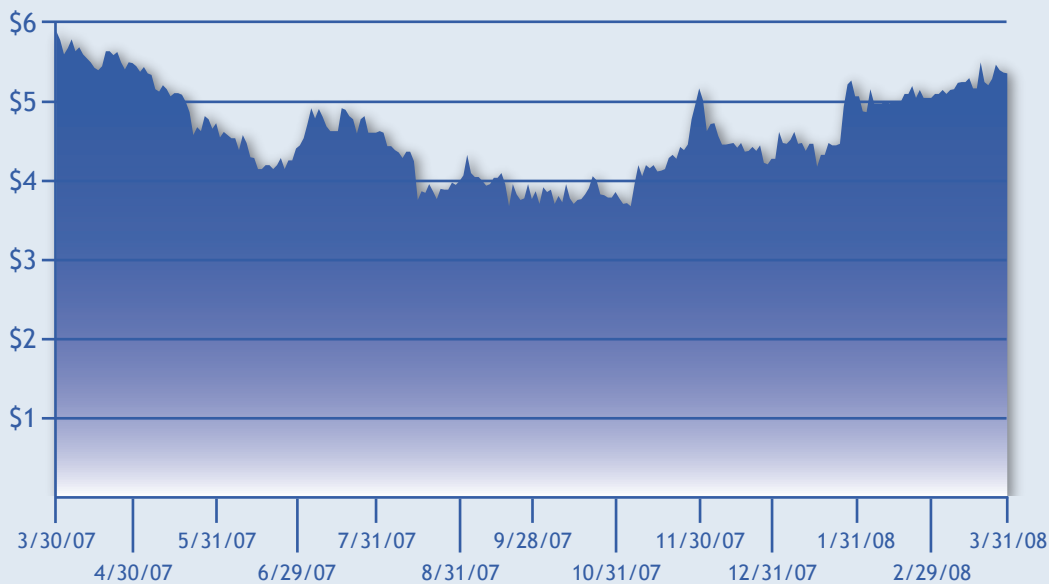


Corporate Profile

Cash Store Financial (formally Rentcash Inc.) is publicly traded on the Toronto Stock Exchange (TSX: CSF). We provide alternative financial services to customers that are under-served by traditional financial institutions. We broker short-term loans, supply private label debit cards, a pre-paid credit card and a range of ancillary services.

Since inception in 2001, Cash Store Financial has grown to a position of market dominance with more than 380 branches across Canada, operating under the banners: The Cash Store and Instalooks. We have advanced the interests of over 300,000 Canadians in more than 160 communities. Our growth strategy has capitalized on significant unfulfilled consumer demand for our products and services. Cash Store Financial is debt-averse. Our financial model enables us to expand using operating cash-flow only.

Common Stock Price Performance (TSX: CSF)



Key Strategic Priorities - Fiscal '08

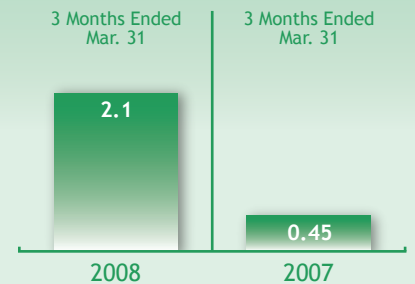
- > Product diversification and growth of ancillary product lines
- > Participation in provincial regulatory hearings
- > Efficiency gains, including reducing the cost of capital and completing the divestiture of the rental division
- > Building revenues by growing newer stores to maturity
- > Driving sales volumes through staff training and incentive programs and proven marketing initiatives

Performance Indicators

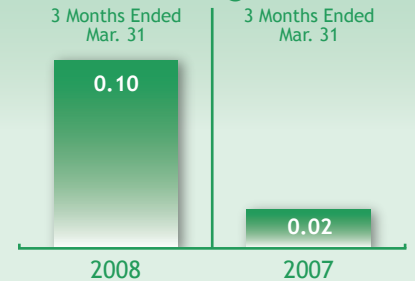
Revenue



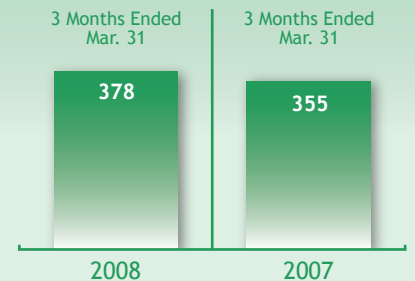
Net Income



Diluted Earnings Per Share



Branch Count



Business Segments

Cash Store Financial operates under two banners:



Brokerage

The Cash Store and Instaloans are brokers who facilitate payday advance services to income-earning consumers. They act as the broker on behalf of consumers seeking short term cash advances with third party lenders, without having to provide a credit history or security on the loan, as is generally required by commercial lending institutions.

Three Months Ended

	March 31, 2008	March 31, 2007
Revenue	31.3	29.9
Net Income	4.7	4.3
Expenses	19.5	18.1
Branch Count	378	355

Accomplishments

- Ranked #1 and named Canada's Fastest-Growing Company with five year revenue growth of 33,700%, by PROFIT Magazine.
- Ranked #3 in the top 25 performers with revenue greater than \$20 million and named one of Alberta's Fastest Growing Companies in 2007, by Alberta Venture Magazine.
- Ranked #1 in the top 25 performers with revenue greater than \$20 million and named one of Alberta's Fastest Growing Companies in 2006, by Alberta Venture Magazine.
- Ranked #2 in the top 25 performers with revenue greater than \$20 million and named one of Alberta's Fastest Growing Companies in 2005, by Alberta Venture Magazine.
- The top Investor 500 small-cap performer by Canadian Business Magazine in 2005 with a total one-year return of 1,084 percent.
- 7th in the PROFIT HOT 50 the definitive ranking of emerging Canadian growth companies.

The Cash Store Financial Services Inc.

Head Office

17631 - 103 Avenue
Edmonton, Alberta T5S 1N8
Telephone: (780) 408-5110
Email:
investor.relations@csfinancial.ca
www.csfinancial.ca

TSX: CSF

Investor Relations

Michael Thompson
T: (780) 408-5595
F: (780) 443-2653
E: michael.thompson@csfinancial.ca

Gordon J. Reykdal
T: (780) 408-5118
F: (780) 443-2653
E: gord@csfinancial.ca

Officers

Gordon J. Reykdal
Chairman and CEO

Nancy Bland
Chief Financial Officer

Barret Reykdal
President and Chief Operating Officer

Michael Thompson
Senior Vice President and Corporate Secretary