



New Borrow Smart Alabama™ member promotes responsible use of loans
Easy Money encourages consumers to Borrow Smart in TV spot

August 28, 2008 – Montgomery, Ala. – Easy Money, a short term lender with stores in Birmingham, Tuscaloosa, Cullman and Oneonta, recently joined Borrow Smart Alabama and began airing TV ads to encourage consumers to use its loans responsibly.

Borrow Smart Alabama is a growing group of more than 225 cash advance and title lenders in the state who have committed to a Code of Fair Lending that protects consumers and are actively working to educate customers and the public about the responsible use of loans.

Easy Money's new Borrow Smart-themed TV spot is one of several in a series of commercials that compare the lender with "the other guy," demonstrating its better services and ease of use.

"In this particular ad, we wanted our spokesperson and 'the other guy' to come together to encourage customers to Borrow Smart," said Easy Money owner Bill Smith. "We always stress to our customers that a cash advance is a short term solution. We never want them to look at it as a long term option or borrow more than they'll be able to pay back when their loan is due.

"And we know that the large majority of our competitors, and certainly all Borrow Smart members, have the same approach."

Charles Hunter, spokesperson for Borrow Smart Alabama, said the group was thrilled when new member Easy Money wanted to promote the Borrow Smart ideals in its new TV spot.

"The commercial fits perfectly with Borrow Smart's mission – to unite short term lenders in order to better educate consumers and the public about the services we provide and to encourage the responsible use of those services," Hunter said.

The TV ad can be viewed at www.borrowsmartalabama.com (click on news), where the public will also find the complete Code of Fair Lending and a search tool for locating Borrow Smart Alabama members.

Stores participating in Borrow Smart Alabama and adhering to the Code of Fair Lending can be identified by the Borrow Smart seal on their doors and inside the stores. Brochures available in the stores educate consumers on smart lending practices.

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The Council for Fair Lending is a not-for-profit trade organization with 225 member stores in the state of Alabama. CFL's mission is to educate our customers and the media about short term lending, to ensure fair treatment of customers and to honor them by protecting the future of our industry.