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**Community Choice Financial**  
**Applauds FDIC's Resistance to Operation Choke Point**  
*FDIC Should Re-establish Relationships with Targeted Businesses*

COLUMBUS, Ohio – Community Choice Financial Inc. today applauded the Federal Deposit Insurance Corp. (FDIC) for its Financial Institution Letter this week delegitimizing Operation Choke Point, the Obama Administration's attempt to deny financial services to targeted businesses, including short-term lenders.

Despite initially participating in the operation by cutting off financial services to targeted lenders, gun dealers and ammunitions merchants, the FDIC issued a letter Jan. 28 "to encourage institutions to take a risk-based approach in assessing individual customer relationships rather than declining to provide banking services to entire categories of customers."

"I commend the FDIC for recognizing that it does not have the right to arbitrarily act against a legitimate business simply because it doesn't like its products or its politics," Community Choice Financial Inc. Chairman and CEO Ted Saunders said. "I respectfully call upon the FDIC to take the long overdue next steps to implement effective policies in line with its newly stated guidance – and for the Office of the Comptroller of the Currency to follow suit immediately. Businesses like ours should continue to operate efficiently and productively on behalf of the millions of customers we serve without fear of, or intimidation from, the U.S. Government."

Operation Choke Point, which originally was launched to identify fraud or other illegal activities and punish the wrongdoers, instead targets some 30 industries the FDIC had previously said posed "reputational risk" to U.S. financial institutions. The FDIC retracted its list last summer, saying it was not intended to deny financial services to legally operating businesses. Despite the FDIC's newly stated position, it has not yet restored banking relationships with the businesses that have been affected.

"Hopefully this latest action results in banks re-establishing relationships with affected businesses," Saunders added. "Anything less will be viewed as the FDIC simply portraying a change in policy when the old rules still apply."

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**About Community Choice Financial Inc.**

Community Choice Financial Inc. is a leading retailer of financial services to unbanked and underbanked customers through a network of 500 storefronts in 15 states and additional states served online. Community Choice Financial Inc. provides short-term loans, installment loans, check cashing, prepaid debit cards, money transfers, bill payments, money orders and other services to help consumers manage day-to-day financial needs.