



## **C. K. COOPER & COMPANY INITIATES COVERAGE OF EZCORP, INC.**

Irvine, Calif. – Jan 12, 2010 – C. K. Cooper & Company, an independent, full-service investment bank, headquartered in Irvine, Calif. announced today that it has initiated coverage of EZCORP, Inc. (NASDAQ: EZPW).

"We are initiating coverage on EZCORP, Inc. with a BUY rating and a price target of \$21.50. The company operates pawn and payday loan stores primarily in the U.S. and is expanding its pawn business in Mexico and its payday loan business in Canada," said Isabel Sterk, Senior Research Analyst with C. K. Cooper & Company. "In our opinion, Mexico and the rest of Latin America represent a tremendous opportunity for the company due to the large population of unbanked individuals and relatively few pawnshops to serve them. In addition, the Canadian market has become attractive over the past year as the individual provinces introduce favorable legislation to regulate payday loans"

### **C. K. Cooper & Company**

C. K. Cooper & Company is a full-service investment bank headquartered in Irvine, California. The Company is focused on providing superior and insightful research coverage to its clients; innovative investment banking solutions supported by sales and trading services; and portfolio advisory and management services for private clients. Though C. K. Cooper & Company has been noted for a variety of measures of accomplishment, we chart our success by only one metric: The growth of our clients. For more about C. K. Cooper & Company, visit [www.ckcooper.com](http://www.ckcooper.com).

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C. K. Cooper & Company is a member of the Financial Industry Regulatory Authority, CRD number 106578.

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