



C. K. COOPER & COMPANY INITIATES COVERAGE OF EZCORP, INC., CASH AMERICA INTERNATIONAL INC., AND FIRST CASH FINANCIAL SERVICES

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), Cash America International Inc. (NYSE: CSH), and First Cash Financial Services (NASDAQ: FCFS).

“We are initiating coverage with BUY ratings on the pawnshop and payday loan operators, including EZCORP, Cash America International and First Cash Financial Services, with price targets of \$21.50, \$44.50 and \$27.00 each, respectively. We expect returns will be driven by the groups expanding operations in Mexico, Canada and other international locations,” said Isabel Sterk, Senior Research Analyst with C. K. Cooper & Company. “In our opinion, Mexico, and the rest of Latin America, represents a tremendous opportunity with relatively few pawnshops to serve a large population of unbanked and under banked individuals.”

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.

For more information, please contact:

C. K. Cooper & Company
18300 Von Karman Avenue, Suite 700
Irvine, California 92612

Telephone: (949) 477-9300
Facsimile: (949) 477-9211
E-Mail: administration@ckcooper.com

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

The information contained herein is not a complete analysis of every material fact respecting any company, industry or security. Although opinions and estimates expressed herein reflect the current judgment of C. K. Cooper & Company, the information upon which such opinions and estimates are based is not necessarily updated on a regular basis; when it is, the date of the change in estimate will be noted. In addition, opinions and estimates are subject to change without notice. This Report contains forward-looking statements, which involve risks and uncertainties. Actual results may differ significantly from the results described in the forward-looking statements. Factors that might cause such a difference include, but are not limited to, those discussed in "Investment Risks." C. K. Cooper & Company from time to time perform corporate finance or other services for some companies described herein and may occasionally possess material, nonpublic information regarding such companies. This information is not used in the preparation of the opinions and estimates herein. While the information contained in this Report and the opinions contained herein are based on sources believed to be reliable, C. K. Cooper & Company has not independently verified the facts, assumptions and estimates contained in this Report. Accordingly, no representation or warranty, expressed or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information and opinions contained in this Report. C. K. Cooper & Company, its managing directors, its affiliates, and/or its employees may have an interest in the securities of the issue(s) described and may make purchases or sales while this report is in circulation.