

4



Release No. 0705-01

FOR IMMEDIATE RELEASE

THE DOWN SYNDROME ASSOCIATION OF CENTRAL FLORIDA RECEIVES SUPPORT TO CELEBRATE AMSCOT FINANCIAL'S GRAND OPENING

Orlando, FL, July 13, 2005 - Amscot Financial, a leading provider of convenient, consumer-oriented financial services, is proud to announce the grand opening of its new Orlando location on Saturday, July 16, 2005 from 2 to 4 p.m. At the grand opening, Amscot Financial will present a \$1,000 contribution to the Down Syndrome Association of Central Florida (DSACF) in support of its 8th Annual Buddy Walk, scheduled for October 22, 2005.

The grand opening event will be held at 1453 Sand Lake Road, Suite B. Entertainment will be provided for the community by magician Greg Suarez. The Rumba 100.3 radio station will broadcast live from Amscot's parking lot and give away prizes. Free refreshments will be served courtesy of Hungry Howie's Pizza.

The Buddy Walk is a national event created by the National Down Syndrome Society 10 years ago to promote understanding and acceptance of all persons with Down syndrome. The DSACF was founded in 1992 and works in collaboration with community hospitals, gynecologists, pediatricians and developmental disability groups to provide support, referrals and resources to families when they first learn their new baby has Down syndrome. The DSACF serves Orange, Seminole, Osceola, Lake and Brevard counties. Amscot Financial's contribution will be used to forward the mission and vision of the Down Syndrome Association of Central Florida as a leading voice for individuals with Down syndrome and their families.



From left to right, Deveron Gibbons - Vice President of Public Affairs, Amscot Financial; Amy Van Bergen - Executive Director, Down Syndrome Association of Central Florida; Florida House Representative Andy Gardiner - District 40; Judy Suarez - Branch Manager, Amscot Financial; Erika Harris - Director of Community Relations, Amscot Financial; and Bill Worling - Senior District Manager, Amscot Financial



Entertainment was provided for the community by magician Greg Suarez.

At the Amscot grand opening, Child Protection Education of America, Inc. (CPEA), a national nonprofit organization for missing children based in Tampa, will also be available on-site to provide free fingerprinting for children through their "ID ME NOW" program, which produces a state-of-the-art, specially designed card for parents to keep. The card contains a set of the child's digital fingerprints, a black and white photo of the child, a dental chart, and instructions on how to do a simple DNA collection.

Safety brochures are provided with the fingerprint card, as well as an envelope containing further information on how to complete their child safety kit. This information can assist parents and law enforcement officers involved with a missing child case. An interactive child safety CD-ROM can also be purchased for \$5.00 at the event with profits going to the CPEA for creating the CD-ROM.



A local child gets her fingerprints taken by a CPEA representative.

Headquartered in Tampa, FL, Amscot Financial is a leading provider of income tax preparation and electronic filing services, refund anticipation loans, check cashing services, cash advance services, money transfer services and money orders through its wholly owned division, Amscot International Money Order Company. Amscot Financial currently operates 95 tax preparation offices and 95 retail financial service centers throughout Florida and employs more than 1,500 people. For additional information, please visit the company's website at www.amscotfinancial.com.



The RUMBA 100.3 radio station broadcast live from Amscot's parking lot.

For more information, please contact:
 Erika Harris, Director of Community Relations, at 813-637-6240 or eharris@amscotfinancial.com