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FOR IMMEDIATE RELEASE

"IT'S MAGIC" WITH AMSCOT FINANCIAL AT NEW WEST MANATEE AVENUE LOCATION

Bradenton, FL., July 14, 2004/ - Amscot Financial, a Florida-based tax and retail financial services company, is proud to announce the Grand Opening of its new Bradenton location at 3400 West Manatee Avenue on Saturday, July 17, 2004 from 2:00 pm to 4:00 pm. Entertainment for the event will be provided by acclaimed magician Stevie Dee Smith and 93.3 WFLZ radio, who will be broadcasting live from Amscot's parking lot and giving away prizes. Free refreshments will be served courtesy of Hungry Howie's Pizza.

Amscot Financial will also present a check for \$1,000 to the Mayors' Feed the Hungry Program of Bradenton to purchase food vouchers for the families of underprivileged children in the local community. Throughout the year, local churches, civic groups and social service agencies rely on the program to provide food for those in need. Last year, the Mayors' Feed the Hungry Program provided 25,000 meals, over 35% to children. The program was founded by the former Mayor of Sarasota, Fredd Adkins in 1987. Since that time, the all-volunteer program has collected and distributed over 100 tons of food and over \$1,000,000 in \$5.00 food vouchers to the hungry of Sarasota and Manatee counties.

Child Protection Education of America, Inc. (CPEA), a national nonprofit organization for missing children based in Tampa, FL, will also be available on-site to provide fingerprinting for children through their "ID ME NOW" program which produces state-of-the-art digital fingerprints on a specially-designed card which parents can keep with 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 to complete their child safety kit. This information would 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.

Headquartered in Tampa, Fla., 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 more than 60 tax preparation offices and 60 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

For more information, please contact:

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