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FOR IMMEDIATE RELEASE

### **"STEP RIGHT UP" TO AMSCOT FINANCIAL AT ITS NEW NORTH SEMORAN BOULEVARD LOCATION**

Orlando, FL., October 28, 2004/ - Amscot Financial, a Florida-based tax and retail financial services company, is proud to announce the Grand Opening of its newest Orlando location at 939 North Semoran Blvd. on Saturday, October 30, 2004 from 11:00 am to 1:00 pm. Entertainment for the event will be provided by stilt walker and balloon twister Betty Atchison and 95.3 WPYO radio station will be broadcasting live from Amscot's parking lot and giving away prizes. Free refreshments will be served courtesy of Hungry Howie's Pizza.

During the event, Amscot Financial will present a check for \$1,000 to Orange County 's Health and Family Services Department, Head Start Division, in support of the Child Uniform Program for Engelwood Elementary School . The Orange County Head Start Program is among the best early childhood development programs in the nation. The Program's vision is to set the standard of excellence in leadership and services necessary to conquer the changes and challenges of a 21st Century generation. Currently the Program serves 1,416 children and families at 30 center-based sites. The goal for Orange County 's Head Start Child Uniform Program is to purchase and provide five sets of uniforms for each participant in the Program. A set of uniforms includes 5 Polo shirts each (for both boys and girls) in addition to 3 pair of shorts and 2 pair of pants for boys and 3 pair of skorts and 2 pair of long shorts for girls. Amscot's donation to the Program will provide a complete uniform set for three girls and three boys.

Also participating in the grand opening event is Child Protection Education of America, Inc. (CPEA), a national nonprofit organization for missing children based in Tampa , FL. The CPEA will be available on-site to provide fingerprinting for children through their "ID ME NOW" program, which produces a free, 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.

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 75 tax preparation offices and 75 retail financial service centers throughout Florida and employs more than 1,500 people. For additional information, please visit the company's website at [www.amscofinancial.com](http://www.amscofinancial.com) .

**For more information, please contact:**

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