



EZCORP NAMED ONE OF FORTUNE'S “100 FASTEST-GROWING COMPANIES”

AUSTIN, Texas (August 23, 2010) — EZCORP, Inc. (Nasdaq: EZPW) has been included by FORTUNE magazine on its 2010 list of the “100 Fastest-Growing Companies.” The full list and related stories appear in the September 6, 2010 issue of FORTUNE, available on newsstands today, and at

<http://money.cnn.com/magazines/fortune/fortunefastestgrowing/2010/index.html>.

Joe Rotunda, EZCORP’s Chief Executive Officer, stated “We are honored to be included in this prestigious list. The EZCORP team has been working hard to deliver consistent earnings growth and superior value for our shareholders, and we are delighted to receive this tangible recognition of our success.”

To qualify for the 100 Fastest-Growing Companies list, foreign or domestic companies had to meet a number of criteria, including: be trading on a major U.S. stock exchange; have a market capitalization of at least \$250 million; have revenue of at least \$50 million and net income of at least \$10 million; and have an annualized growth in revenue and earnings per share of at least 15% over the last three years.

Companies that meet the criteria were ranked by revenue growth rate, EPS growth rate, and three-year annualized total return for the period ended June 30, 2010. The overall rank was based on the sum of the three ranks. Once the 100 companies were identified, they were then re-ranked within the 100, using the three equally weighted variables.

About EZCORP

EZCORP is a leading pawn store operator and provider of specialty consumer financial services. It provides collateralized non-recourse loans, commonly known as pawn loans, and a variety of short-term consumer loans, including payday loans, installment loans and auto title loans, or fee-based credit services to customers seeking loans. At its pawn stores, the company also sells second-hand merchandise, primarily collateral forfeited from its pawn lending operations.

At June 30, 2010, EZCORP operated 482 pawn stores in the U.S. and Mexico and 497 short-term consumer loan stores in the U.S. and Canada. The company also has significant investments in Albemarle & Bond Holdings PLC (ABM.L), one of the U.K.’s largest pawnbroking businesses with over 120 stores, and Cash Converters International Limited (CCV.L and CCV.AUS), which franchises and operates a worldwide network of over 500 financial services and second-hand retail stores.

For additional information, contact Investor Relations at (512) 314-2220.