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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

DATE OF BOARD MEETING

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”) hereby announces that a meeting of the Board will be held at 28/F Manhattan Place, 23 Wang Tai Road, Kowloon Bay, Hong Kong on 31 August 2010, Tuesday, at 10:30 am for the purposes of, inter alia, considering and approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2010 and the payment of an interim dividend, if any, and transacting any other business.

By order of the Board
Suzanne W S Luke
Company Secretary

Hong Kong, 19 August 2010

As at the date hereof, the directors of the Company are:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Mr Cheng Man Pan Ben
Mr Yuen Pak Lau Raymond

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles