



## Advance America to Present at the Southwest IDEAS Investor Conference

SPARTANBURG, S.C., Nov 04, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Advance America, Cash Advance Centers, Inc. (NYSE: AEA) today announced that its management will participate in the Southwest IDEAS Investor Conference on Wednesday, November 11, 2009. Advance America's presentation is scheduled to begin at 10:45 a.m. CST (11:45 a.m. EST). The presentation will be webcast live and may be accessed at the conference website at [www.swideas.com](http://www.swideas.com), or under the investor relations section of the company's website, [www.advanceamerica.net](http://www.advanceamerica.net).

Additional information about the conference can be located at [www.swideas.com](http://www.swideas.com)

### *About Advance America Cash Advance*

Founded in 1997, Advance America, Cash Advance Centers, Inc. (NYSE: AEA) is the country's leading provider of cash advance services, with approximately 2,600 centers and 75 limited licensees in 33 states, the United Kingdom, and Canada. The Company offers convenient, less-costly credit options to consumers whose needs are not met by traditional financial institutions. The Company is a founding member of the Community Financial Services Association of America (CFSA), whose mission is to promote laws that provide substantive consumer protections and to encourage responsible industry practices. Please visit [www.advanceamerica.net](http://www.advanceamerica.net) for more information.

### *Forward-Looking Statements and Information:*

*Certain statements contained in this release may constitute "forward-looking statements" within the meaning of federal securities laws. All statements in this release other than those relating to our historical information or current condition are forward-looking statements. For example, any statements regarding our future financial performance, our business strategy, and expected developments in our industry are forward-looking statements. Although we believe that the current views and expectations reflected in these forward-looking statements are reasonable, those views and expectations and the related statements are inherently subject to risks, uncertainties, and other factors, many of which are not under our control and may not even be predictable. Therefore, actual results could differ materially from our expectations as of today and any future results, performance, or achievements expressed directly or impliedly by the forward-looking statements. For a more detailed discussion of some of the factors that may cause our actual results to differ from our current expectations, please refer to the "Risk Factors" section of our Annual Report on Form 10-K for the fiscal year ended December 31, 2008, and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2009, copies of which are available from the Securities and Exchange Commission, upon request from us, or by going to our website: [www.advanceamerica.net](http://www.advanceamerica.net).*

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