



NICHOLAS

Nicholas Financial, Inc.
Corporate Headquarters

2454 McMullen-Booth Rd.
Building C
Clearwater, FL 33759

FOR IMMEDIATE RELEASE

Contact: Mike Marika
Investor Relations
Ph # - 727-726-0763

NASDAQ: NICK
Web site: www.nicholasfinancial.com

Nicholas Financial Announces the Opening of Two New Branch Offices

April 7, 2010 – Clearwater, Florida. - Nicholas Financial, Inc. (Nasdaq, NICK), today announced the opening of two (2) new branch offices located in Nashville, Tennessee and Grand Rapids, Michigan. The new offices expand Nicholas Financial's branch network to fifty-two (52) locations. The company expects to open its 5th branch in the greater Atlanta, Georgia metro area during the current quarter, bringing the total number of Nicholas Financial branch offices to 53 in 12 states. The Company will continue to evaluate potential branch locations in both new and existing markets and intends to add 3 to 5 new branches during its 2011 fiscal year which began April 1, 2010.

Nicholas Financial, Inc. is one of the largest publicly traded specialty consumer finance companies based in the Southeast. The Company presently operates out of 52 branch locations in both the Southeastern and the Midwestern States. The Company has approximately 11,717,000 shares of common stock outstanding. For an index of Nicholas Financial, Inc.'s news releases or to obtain a specific release, visit our web site at www.nicholasfinancial.com.

End