



NICHOLAS

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FOR IMMEDIATE RELEASE

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Nicholas Financial Announces the Opening of its 50th Branch Office in Gastonia, North Carolina

December 03, 2009 - Clearwater, Florida. - Nicholas Financial, Inc. (Nasdaq, NICK), today announced the opening of a new branch office located in Gastonia, North Carolina. The new location continues the Company's planned expansion of its branch office network, which now includes, fifty (50) offices in Florida, Georgia, North Carolina, South Carolina, Virginia, Ohio, Michigan, Maryland, Kentucky, Indiana, Alabama and Tennessee. Each of the offices is a full-service lending and collection facility. Nicholas employees have been working to develop business in the Gastonia area for several months prior to the opening of the new location.

The new Gastonia office is the second (2nd) Nicholas Financial branch established in the greater Charlotte area and the sixth in the state of North Carolina. The Company will continue to evaluate potential branch locations in both new and existing markets. Nicholas Financial acquires and services automobile and light truck installment sales contracts that it purchases from new and used car dealers.

Nicholas Financial, Inc. is one of the largest publicly traded specialty consumer finance companies based in the Southeast. The Company presently operates out of 50 branch locations in both the Southeast and the Mid-West States. For an index of Nicholas Financial, Inc.'s news releases or to obtain a specific release, visit our web site at www.nicholasfinancial.com.

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