



# **United Financial Services Group Opens 100<sup>th</sup> Store**

## ***For Immediate Release***

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**(Philadelphia, PA)**-United Financial Services Group, the country's largest financial services franchise, has opened its 100<sup>th</sup> United Check Cashing location at the Morrisville Square Shopping Center, 330 West Trenton Avenue, Morrisville, PA. To celebrate this event, United will be hosting a ribbon cutting ceremony on October 26, 2001 at 10:30 am. We encourage local residents to stop by for a fun filled day loaded with giveaways, snacks, and special offers.

Founded in Philadelphia in 1977, United Financial Services Group has expanded across the country with centers in 13 states. Philadelphia will always be home for this service provider, however, and United has strong ties within the local community. With over 60 centers in the Tri-State Area, United and its franchisees have worked with numerous charitable organizations including the March of Dimes and many youth activities.

"We couldn't be happier that our 100<sup>th</sup> store opening is a local center," said United's Chairman and Co-Founder, Paul Del Borrello. "We've been opening centers across the country. It's fitting that such an important milestone should happen close to home."

"The opening of our 100<sup>th</sup> center is an extremely important event; it is first of many milestones we look forward to reaching as we move towards our goal of 1000 locations," said United's President and Chief Operating Officer, Paul Eckert.

Over 30 United Check Cashing centers are scheduled to open within the next 6 months. The centers currently in development will be positioned strategically throughout the United States, increasing the company's visibility across the nation. Becoming a household name in the financial services industry is the ultimate goal. Top executives at United are confident that this can be achieved within the next several years.

United, a leader in non-bank financial services industry was founded in 1977 in Philadelphia, PA and began franchising in 1992. With over 65 years of cumulative owner experience, United is one of the industry's pioneer leaders. Today, United has 100 center locations in 13 states and is poised to expand rapidly over the next several years. Featured in *Entrepreneur* and *Success* magazines, United Check Cashing's franchise program has won numerous honors from top publications.

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