

KELD ALSTRUP AND DAVID FREER NAMED 2008 UNITED CHECK CASHING FRANCHISEES OF THE YEAR



Mr. Freer and Mr. Alstrup, proud recipients of the Franchisee of the Year Award, at the 2008 United Check Cashing Annual Convention. Pictured - from left to right: Mr. & Mrs. Freer (Franchisees), Paul Del Borrello (Back)(Director), Jack Leonard (Treasurer/Secretary/Comptroller), Rocco Fiorentino (President/CEO), Mr. & Mrs. Alstrup (Franchisees)

September 1, 2008

For Immediate Release

MIDDLETOWN, NY – Keld Alstrup and David Freer have been named 2008 United Check Cashing Franchisees of the Year by United Financial Services Group, the parent company of United Check Cashing. The Franchisee of the Year award is presented to franchisees that have been outstanding long-term members of the United system, delivering superb service to customers. Together, the three stores owned by Keld Alstrup and David Freer generate the largest check cashing volume of all the United franchisees nationwide.

“Keld Alstrup and David Freer recently received the distinguished “Franchisee of the Year” award at our 2008 annual Franchise Conference,” stated Rocco Fiorentino, President, United Financial Services Group. “Keld and Dave have consistently achieved their goals and have operated the franchise to the highest standards. They are diligent about hiring the right people and treat their staff with respect and admiration for the dedication, support, and talent that they bring to their organization. Mr. Alstrup and Mr. Freer are model Franchisees and I am very proud that they are an integral part of our organization.”

Keld Alstrup and David Freer opened their first United Check Cashing store in Wallkill Plaza, Middletown in February, 2002. Their second store in Campbell Plaza, Middletown opened in May, 2007 and their third store located in Newburgh opened in September, 2007. “We are very proud to receive the Franchisee of the Year award and we thank our staff for their hard work and commitment,” stated Keld Alstrup and David Freer. “Our goal is to run a very professional business where our customers can feel good about doing business with us. We look forward to continuing to support the neighborhoods where our stores are located, providing jobs and important services to our communities.”

United Financial Services Group, founded in 1992, offer Financial Service centers that satisfy the needs of consumers seeking an alternative to traditional banking relationships. United has created a retail format that offers a warm, community bank-like atmosphere for customers to conduct their personal financial business.

United Check Cashing serves the un-banked and under-banked segments of the population by providing check cashing, money orders, utility bill payments, Western Union money transfers, prepaid debit cards and phone services, fax, copy and notary services, as well as tax preparation and e-filing. For more information, please call Keld Alstrup at 845-774-7475 or David Freer at 845-709-4232 or visit UnitedCheckCashing.com.

Local Contact Information:

Keld Alstrup, Owner, 845-774-7475

David Freer, Owner, 845-709-4232

United Check Cashing

400 Rte 211 E, Middletown, NY 10940

125 Dolson Ave, Middletown, NY 10940

691-697 Broadway, Newburgh, NY 12550

www.UnitedCheckCashing.com

