FOR IMMEDIATE RELEASE



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Nicholas Financial Announces the Opening of a New Branch Office in Miami, Florida

July 15, 2014 – Clearwater, Florida. - Nicholas Financial, Inc. (Nasdaq, NICK), today announced the opening of the Company's sixth branch location in the South Florida area. The new branch located in the Miami Lakes, Florida, continues Nicholas Financial's planned expansion of its branch office network. Each of the offices is a full-service lending and collection facility. Nicholas employees have been working to develop business in the Miami Lakes area for several months prior to the opening of the new location.

The Nicholas Financial branch office network now includes sixty-six (66) offices in 15 states. The Company will continue to evaluate potential new 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.