NICHOLAS

Nicholas Financial, Inc.
Corporate Headquarters

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Nicholas Financial Announces the Opening of Three New Branches

Annual Shareholders Meeting set for Nicholas Financial
Corporate Headquarters in Clearwater, Florida on August 7th at 11:00am

July 16, 2012 – Clearwater, Florida. - Nicholas Financial, Inc. (Nasdaq, NICK), announced the recent opening of three (3) new branches located in Chicago, Illinois, St. Louis Missouri and Kansas City, Kansas. The branches in Chicago and St. Louis are Nicholas Financial's 2nd branch locations in each greater metropolitan area, while the Kansas City location is Nicholas' first branch in the state of Kansas and the second in the Kansas City metropolitan region. The three new branches expand Nicholas Financial's branch network to sixty-three (63) locations in 15 states.

According to Kevin Bates, Vice President of Marketing, "The opening of additional branch locations in the Chicago, St. Louis and Kansas City markets emphasizes the Company's commitment to controlled growth. Having multiple branch operations in our larger markets affords us opportunities of scale and increased market share. We are also very pleased to establish our first branch in the state of Kansas." Mr. Bates went on to state, "It is the intent of the Company to continue to grow our branch network as business opportunities allow."

The Company will hold its Annual Shareholders Meeting at the Company's corporate headquarters in Clearwater, Florida on August 7th at 11:00am.

Nicholas Financial, Inc. is a publicly traded Specialty Consumer Finance company. The Company presently operates branch locations in both the Southeastern and the Midwestern 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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