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FOR IMMEDIATE RELEASE

**LA FAMILIA PAWN & JEWELRY HIRES LAWRENCE KAHLDEN AS PRESIDENT
AND CHIEF EXECUTIVE OFFICER**

Winter Park, Fla. – Winter Park-based pawn chain La Familia Pawn & Jewelry announced today that they have hired Lawrence Kahlden as the company's new president and chief executive officer. Kahlden is a former executive with national retailers Value Pawn & Jewelry and EZ Pawn who brings more than 12 years of industry experience to the role.

A graduate of Louisiana State University, Kahlden spent 11 years working in management roles throughout the southeast for Rent-A-Center – winning Market Manager of the Year in 1997 – before entering the pawn industry. In 1999, he accepted a role as the director of operations for Value Pawn & Jewelry, where he worked alongside Woody Whitcomb, Value Pawn's former chief financial officer and the co-founder and current CFO for La Familia. Kahlden was promoted to Value Pawn's chief operating officer in 2005 – overseeing more than 60 stores – and held the position until the company was bought by public corporation EZ Pawn in 2009. He then went on to serve as EZ Pawn's vice president of operations for a short time before founding his own pawn business in Tampa, Quick Cash Pawn. Kahlden assumed his new role for La Familia on September 7, 2011.

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“As we take La Familia to the next level and forge ahead with our expansion efforts, it is crucial that we have a CEO in place who is not only capable of overseeing a growing retail business, but who understands our customers’ unique needs,” said La Familia’s, Woody Whitcomb. “As someone who previously built a successful company with Lawrence, I am confident that he possesses the drive, industry knowledge and management skills necessary to pave the way for La Familia’s continued prosperity.”

La Familia operates 19 stores throughout Florida and Puerto Rico. The organization recently received a \$5 million investment from Advent-Morro Equity Partners – an investment sum that was one of the largest in Central Florida thus far this year.

La Familia Pawn and Jewelry operates 19 pawn and jewelry shops throughout Central Florida, Miami and Puerto Rico. A subsidiary of FFI Holdings, Inc., La Familia Pawn and Jewelry is headquartered in Winter Park, Fla. and was founded in 2009. For more information, visit www.lafamiliapawn.com.

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