

August 27, 2007

City of Las Vegas Planning & Development
Development Services Center
731 South 4th Street
Las Vegas, NV 89101

RE: Justification Letter
Special Use Permit Application Relating to
Loan Mart, 6010 W. Cheyenne Avenue, Suite #11, Las Vegas, NV 89128

Dear Sir/Madam:

Please be advised that Monetary Management of California d/b/a Loan Mart is a wholly owned subsidiary of the Dollar Financial Group, Inc. It has recently come to our attention that the F02 code that we have been operating under is the incorrect code. Therefore, in February, 2007, our office filed a new Business License Application, correcting our code to C21. Planning denied our Application on the grounds that we are filing for a Title 19.04 Use – Financial Institution Specified and such use requires a Special Use Permit. This whole ordeal came as a total surprise to us as we have been doing business at this location since late 2000. We believed in good faith that our License Category was for “Financial Services”, filed under that category on our initial License Application several years ago and have successfully served the community as a good corporate citizen since.

Having discussed the issues in some detail with your City offices, we now understand that the City has requested that our License Category be corrected to “C21 - Financial Institution Specified”. This change in status has triggered a denial of our Business License Application and a requirement for us to file for a Special Use Permit according to Title 19.04 Permissible Uses.

First and foremost, we wish to continue our excellent relationship with the City of Las Vegas and desire to operate properly within all the provisions of law that apply to our businesses. However, given that we have operated at this location for almost 6 years providing valuable services to the City of Las Vegas Community in the areas of both product services and employment, we are requesting that a Special Use Permit be granted. In order to better acquaint you and the Planning Team with our company, we have prepared and attached a presentation which outlines our business and its positive effects on the City of Las Vegas. The presentation includes support signatures from approximately

■ Daylesford Plaza

■ 1436 Lancaster Avenue

■ Berwyn, PA 19312

■ 610-296-3400

■ 610-296-7844 Fax

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400 City of Las Vegas residents; letters of support from City of Las Vegas employees; letters of support from our landlords; and letters of support from local and neighboring charities and companies.

Thank you for your consideration in this matter. Please feel free to contact me with any questions or concerns at (610) 640-5923 or our Representing Attorney, Jay H. Brown's office, Attention: Laura at (702) 598-1408.

Sincerely,

Kim Love, Paralegal to
Roy Hibberd, SVP and General Counsel

KL/
w/enclosures

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LAW OFFICE

Jay H. Brown, Ltd.

A PROFESSIONAL CORPORATION
520 SOUTH FOURTH STREET
LAS VEGAS, NEVADA 89101

TELEPHONE (702) 384-5563
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EMAIL: jay@jhbrownltd.com

August 26, 2007

City of Las Vegas
Planning & Development
731 S. Fourth Street
Las Vegas, NV 89101

Re: Special Use Permit to allow a Financial Institution located at 6010 West Cheyenne unit 11.

On behalf of our client, Monetary Management of California, this office respectfully requests a review for a Special Use Permit for a Specified Financial Institution doing business as Loan Mart.

This institution has been conducting business at this location since 2000. It has recently come to our attention that the state re-categorized definitions of financial institutions and licenses in 2005. As a result of the new definitions, the business license department recently notified the applicant that a different business license is required. Therefore, we are applying for this Special Use permit to support our business license application package. Please read our client's letter (attached) that summarizes their situation. This business operates approximately six financial institutions in the Las Vegas Valley and wishes to continue a respectable relationship in the community.

Please also note that Title 19 requires a financial institution to be located more than 200 feet from a residential property line. The rear of the unit is id approximately 145 feet from the nearest property line. The front door of the unit over 200 feet from the nearest residential property line measured directly. Because the doorway of the establishment faces the opposite direction of the residential area, the building provides a barrier to the residential area. Further, the walkable distance to the residential boundary is more than 200 feet because the pedestrian must travel the periphery of the retail strip. Therefore is not likely that the residential area will be disturbed by the customers of this business.

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With appreciation,

Lora Dreja
Land Planner for Jay Brown. Esq.

Enclosures:

Letter dated August 27, 2007 by Dollar Financial Group
Loan Mart Prospectus

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