

**IN THE MATTER OF THE COMPANIES' CREDITORS ARRANGEMENT
ACT,
R.S.C. 1985, c. C-36, AS AMENDED**

**AND IN THE MATTER OF A PLAN OF COMPROMISE OR
ARRANGEMENT OF 1511419 ONTARIO INC., FORMERLY KNOWN AS
THE CASH STORE FINANCIAL SERVICES INC., 1545688 ALBERTA INC.,
FORMERLY KNOWN AS THE CASH STORE INC., 986301 ALBERTA INC.,
FORMERLY KNOWN AS TCS CASH STORE INC., 1152919 ALBERTA INC.,
FORMERLY KNOWN AS INSTALOANS INC., 7252331 CANADA INC.,
5515433 MANITOBA INC., 1693926 ALBERTA LTD. DOING BUSINESS AS
"THE TITLE STORE" (COLLECTIVELY, THE "APPLICANTS")**

**NOTICE OF MEETINGS OF CREDITORS
OF THE APPLICANTS**

NOTICE IS HEREBY GIVEN that meetings (the "**Meetings**") of creditors of the Applicants entitled to vote on a plan of compromise and arrangement (the "**Plan**") proposed by the Applicants under the *Companies Creditors' Arrangement Act* (the "**CCAA**") will be held for the following purposes:

- (1) to consider and, if deemed advisable, to pass, with or without variation, a resolution to approve the Plan; and
- (2) to transact such other business as may properly come before the Meetings or any adjournment thereof.

The Meetings are being held pursuant to an order of the Ontario Superior Court of Justice (Commercial List) (the "**Court**") dated September 30, 2015 (the "**Meetings Order**"). Capitalized terms used herein and not otherwise defined shall have the meaning given to them in the Meetings Order.

NOTICE IS ALSO HEREBY GIVEN that the Meetings Order established the procedures for the Applicants to call, hold and conduct Meetings of the holders of Affected Creditor Claims to consider and pass resolutions, if thought advisable, approving the Plan and to transact such other business as may be properly brought before the Meetings. For the purpose of voting on and receiving distributions pursuant to the Plan, the holders of Claims will be grouped into two classes, being the Senior Lender Class and the Secured Noteholder Class.

NOTICE IS ALSO HEREBY GIVEN that the Meetings will be held at the following dates, times and location:

Date: November 10, 2015
Time: 9:00 a.m. – Senior Lender Class
10:00 a.m. – Secured Noteholder Class
Location: The offices of McCarthy Tétrault LLP, 66 Wellington Street West, Suite 5300,
Toronto, Ontario

Subject to paragraph 25 of the Meetings Order, only those creditors with Affected Claims (each an “**Eligible Voting Creditor**”) will be eligible to attend the applicable Meetings and vote on a resolution to approve the Plan. A holder of an Unaffected Claim, as defined in the Plan, shall not be entitled to attend or vote at the Meetings in respect of such Unaffected Claim. September 28, 2015 has been set as the record date for holders of Secured Notes to determine entitlement to vote at the Meetings.

Any Eligible Voting Creditor who is unable to attend the applicable Meeting may vote by proxy, subject to the terms of the Meetings Order. Further, any Eligible Voting Creditor who is not an individual may only attend and vote at the applicable Meeting if a proxy holder has been appointed to act on its behalf at such Meeting. Secured Noteholders must vote by providing instructions to their respective nominees/intermediaries in accordance with the terms of the Meetings Order.

NOTICE IS ALSO HEREBY GIVEN that if the Plan is approved at the Meetings by the Required Majorities of the Affected Creditors and other necessary conditions are met, the Applicants intend to make an application to the Court on November 19, 2015 (the “**Sanction Hearing**”) seeking an order sanctioning the Plan pursuant to the CCAA (the “**Sanction Order**”). Among other things, the Plan provides for the distribution of the proceeds of the Applicants’ remaining assets to the Senior Lender Class and the Secured Noteholder Class. Any person wishing to oppose the application for the Sanction Order must serve a copy of the materials to be used to object to the Plan and oppose the application and setting out the basis for such opposition upon the lawyers for the Applicants, the Monitor, and the Ad Hoc Committee as well as those parties listed on the Service List posted on the Monitor’s website. Such materials must be served by not later than November 12, 2015, or, if the hearing for the Sanction Order is delayed, by no later than 5:00 pm the date that is 7 days prior to the Sanction Hearing. **If you do not file a timely objection and appear at the Sanction Hearing, either in person or by your lawyer, the CCAA Court may grant relief that bars or otherwise impairs any rights you may have against, or in respect of, the Applicants and the Released Parties (as defined in the Plan).**

NOTICE IS ALSO HEREBY GIVEN that in order for the Plan to become effective:

- i. the Plan must be approved by the Required Majorities of Affected Creditors entitled to vote and voting on the Plan as required under the CCAA and in accordance with the terms of the Meetings Order;
- ii. the Plan must be sanctioned by the Court; and
- iii. the conditions to implementation and effectiveness of the Plan as set out in the Plan and summarized in the Information Statement must be satisfied or waived.

Additional copies of the Information Package, including the Information Statement and the Plan, may be obtained from the Monitor’s Website at: <http://cfcanada.fticonsulting.com/cashstorefinancial>.

DATED at Toronto, Ontario, this 7th day of October, 2015.