



NEWS RELEASE

January 28, 2011

TSX: DCI.UN

For immediate release

**DIRECTCASH PAYMENTS INC. ANNOUNCES APPOINTMENT OF NEW  
CHIEF FINANCIAL OFFICER**

**Calgary, Alberta** – DirectCash Payments Inc. ("**DirectCash**" or the "**Company**") hereby announces a change in the Chief Financial Officer ("**CFO**") position. DirectCash Payments Inc. has promoted Ms. Claudette M. Dick, C.M.A. effective today (January 28, 2011). Ms. Dick's duties will now include acting as CFO for DirectCash Payments Inc. as well as the various other limited partnerships, partnerships, corporations, and subsidiaries that are part of the DirectCash group (collectively referred to as "**DirectCash**"). DirectCash's current CFO, Hendrik J. Lombard has accepted a position with another company and ceases to act as CFO as of January 28, 2011 – DirectCash thanks Mr. Lombard for his service during his tenure with DirectCash.

Ms. Dick recently returned from maternity leave and brings with her experience as Vice President of Finance (from September 2010 to January 2011) and prior thereto as Controller (from May 2004 to July 2009) at DirectCash.

Ms. Dick received a Bachelor of Commerce degree from the University of Prince Edward Island in 1995, and a Certified Management Accountant designation from the Society of Management Accountants of Alberta in 2001.

Ms. Dick's contact information is as follows:

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Chief Financial Officer  
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**Management's Commentary**

"We are pleased to have Ms. Dick in the role of Chief Financial Officer and look forward to her continued contributions at DirectCash. We thank Hendrik for his contribution during his tenure." said Jeffrey Smith, DirectCash Payments Inc.'s President and Chief Executive Officer.

**DirectCash Business**

DirectCash is the largest branded ATM provider in Canada, operating under the trade name DirectCash ATM, and is one of the leading providers of branded non-financial institution debit terminals and prepaid card products.

Additional information about the Fund is available on SEDAR ([www.sedar.com](http://www.sedar.com)) or the Fund's website at [www.directcash.net](http://www.directcash.net).

The officer who may be contacted for further information is:

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