

PRESS RELEASE

NEXT LEVEL SECURITY SYSTEMS

PROVIDES NEW TECHNOLOGY SOLUTIONS FOR FIRST CASH FINANCIAL SERVICES

First Cash to roll out Next Level technology in all 800 stores

Las Vegas – April 9, 2013 – Next Level Security Systems, a developer of a new breed of unified, networked security solutions, today announced that First Cash Financial Services, Inc. (a NASDAQ listed company, “FCFS”), a leading international pawn store operator, is deploying the NLSS Gateway throughout its network of more than 800 locations in the United States and Mexico. First Cash is rolling out comprehensive video surveillance systems in each of its stores to enhance store security, customer service and employee productivity.

The NLSS Gateway is an enterprise-class unified appliance that integrates all security management functions from the ground up, while offering customized management tools to help customers optimally manage their surveillance systems. At First Cash, the NLSS Gateway will gather video surveillance data from a network of cameras and integrate with each store's intrusion and point-of-sale systems. Integrating the system with First Cash's intrusion panels enables operators to receive alarms through the Gateway, with added benefits from POS integration and customer traffic analytics.

All NLSS Gateways at First Cash can be easily accessed using NLSS Cloud Services, which enables centralized access to all stores at anytime and anywhere. Each location is monitored 24/7 through a centralized monitoring center.

“Our stores throughout the United States and Mexico are large volume, high-traffic retail locations,” said Rick Wessel, Chairman and CEO, First Cash. “It's vital to provide a safe and secure environment for our customers and staff, while also protecting the physical assets in the stores. That is why we're excited about rolling out this surveillance system and taking advantage of all the functionality of the NLSS Gateway and NLSS Cloud Services to monitor our stores from a centralized facility.”

“By incorporating their surveillance system with access control and POS data, First Cash will create a rich resource of information to help them enhance security and improve productivity and the customers' experience,” said Peter Jankowski, Chairman and CEO, Next Level Security Systems. “We

are confident that First Cash will be pleased with the performance and functionality of the NLSS Gateway as it is rolled out to its entire network of stores.”

About Next Level Security Systems

Next Level Security Systems is a physical security company delivering a new breed of unified networked security technologies. The NLSS Gateway, Next Level’s flagship product, is an award-winning, IP-based security management platform that integrates video management, IP access control, video analytics and remote management into a single appliance. It is successfully used in the retail, commercial, education, transportation and government markets. All of Next Level’s products, sold through distribution worldwide, combine the performance, sophistication and functionality of enterprise-class security systems into a compact, unified and affordable solution. For more information, visit <http://www.nlss.com>.

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