

**FOR IMMEDIATE RELEASE**

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**Pawn America Named a 2011 Small Business Success Story!**

*Twin Cities Business Magazine Honors the Burnsville-Based Retailer for Entrepreneurial Insight and Continued Growth Despite Economic Conditions*

MINNEAPOLIS, MN (January 5, 2012) – Pawn America is recognized by Twin Cities Business Magazine as a top 2011 Small-Business Success Story Honoree. Company President Brad Rixmann attributes the honor to Pawn America’s focus on bringing its customers the best value for their money coupled with the company’s ongoing efforts to dispel the myths and misconceptions about the pawn industry.

“The concept of second-hand retailing coupled with a number of alternative finance choices under one roof makes a lot of sense to consumers these days,” says Rixmann. “We’re growing because people want value and an efficient way to recycle commerce. At the end of the day, we offer great products at unbeatable prices. Our store experience often pleasantly surprises the first time pawn shopper. We’ve made huge strides over the last 20 years ... But to actually be honored for it? Well that’s icing on the cake.”

Pawn America is among 10 companies cited by Twin Cities Business Magazine as a Minnesota company with fewer than 500 employees that has had a successful turnaround, rapid early growth, an unusual product innovation, notable longevity, or the overcoming of an unusual challenge.

“Our January cover story provides 10 examples of where visionary, small-business leaders persevered through numerous challenges to create, grow, and maintain successful, small businesses in Minnesota,” said Dale Kurschner, editor in chief of Twin Cities Business. “Pawn America was selected as one of these examples in large part because of how well it has differentiated itself above and beyond the norm in its industry.”

For interview opportunities and more information, please contact Michael Deering at 612-360-7789 or [michael@superstarpr.com](mailto:michael@superstarpr.com).

**About Pawn America**

Pawn America has 23 locations including: Anoka, Bloomington, Burnsville, Coon Rapids, Duluth, Fridley, Hopkins, Mankato, St. Paul, Robbinsdale, Rochester, Roseville, St. Cloud, St. Louis Park, West St. Paul, Sioux Falls, SD, Fargo, ND, Appleton, Madison, Onalaska, Wausau, WI and the newest store in Eau Claire, WI. For more information on Pawn America, its community initiatives and other store information, log onto: [www.pawnamerica.com](http://www.pawnamerica.com).

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