



DIRECT CAPITAL AND QUALSERV ANNOUNCE PARTNERSHIP TO PROVIDE FRANCHISEES ACCESS TO FINANCING

FOR IMMEDIATE RELEASE

PORTSMOUTH, N.H. (February 19, 2010) – QualServ, a leading manufacturer of custom fixtures and provider of turn-key solutions to some of the world's most recognized franchise and retail brands, has selected Direct Capital, a leading provider of franchise lending, as its preferred financing partner.

"At a time when very few lenders are willing to extend credit to the restaurant and retail markets, we found it prudent to partner with a stable franchise direct lender to ensure our customers maintain access to financing to keep their development and remodel schedules on pace. Direct Capital's strong industry experience and robust direct lending capacity make them a perfect fit for this program," said Jerry Frederiksen, President & CEO of QualServ Corporation.

Direct Capital has committed a substantial portion of its total direct funding capacity to serve the leading brands that QualServ supports. This core partnership will allow QualServ to provide customers with flexible fixed payment options to complete equipment purchases tied to their remodel, new store development and expansion projects in 2010. The companies have also joined to create a "First Payment on Us" promotion which will help make QualServ equipment purchases more affordable for its franchise clients.

"We are excited to partner with forward thinking companies like QualServ to establish programs that provide franchisees with access to funding to support their remodel and expansion plans. Franchisees continue to struggle to access capital in the current market, and we look forward to alleviating that pain through this relationship," said Robyn Gault, Director of Strategic Accounts for Direct Capital.

Direct Capital is confident that this partnership will help QualServ customers fund expansion and remodel initiatives in today's economy.

About Direct Capital

Established in 1993, Direct Capital is a national finance lender with over \$250M in new direct funding capacity. The firm provides specialty finance solutions, including commercial equipment financing, commercial loans, and short term working capital loans for store development, remodels, expansions and general equipment upgrades. The firm is a proud member and supporter of the IFA and several other

leading franchise associations. Direct Capital is headquartered in Portsmouth, NH with offices in New York, California, and New London, NH.

About QualServ

QualServ is a leading manufacturer of custom wood and metal fixtures. In addition, QualServ is a premier provider of installation services and distributor of world-class equipment and supplies to the foodservice and retail industries. As a leading provider of integrated solutions, QualServ is recognized for delivering efficiency, quality and value through innovation, purchasing power, unparalleled engineering and industry-leading fabrication capabilities.

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