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DIRECT CAPITAL AND NATIONAL FRANCHISEE ASSOCIATION ANNOUNCE PARTNERSHIP

Two Leading Organizations Team Up to Create Lending Solutions+, Franchise Financing Made Simple.

PORTSMOUTH, N.H. – May 12, 2009 - Direct Capital Corp., a leading provider of equipment financing, has partnered with the National Franchisee Association (NFA), an association of BURGER KING franchisees, to create Lending Solutions+, a program designed to give association members access to competitive financing options for equipment upgrades, including Broiler and POS upgrades.

"The NFA has a great reputation for providing valuable services to its members. We are very excited to be part of their latest service offering and look forward to helping franchisees gain access to the financing they need to complete their broiler and POS upgrades this year," said Robyn Gault, Director of Strategic Accounts for Direct Capital.

"In an economic environment where small-business owners are fighting for every dollar on their bottom line, it is the duty of an organization such as the NFA to offer its franchisee members ways to stay profitable," said Frank Capaldo, NFA Executive Director and CEO. "Our partnership with Direct Capital is exciting because it offers us the chance to diversify our membership offerings. Their competitive financing solutions are the perfect fit for our organization and its members."

This new program announcement comes on the heels of Direct Capital's recent extension of a second \$100 million lease-backed commercial paper securitization with Key National Finance and participating conduits and banks. The company is well positioned to serve the growing needs of Burger King® franchisees in the years to come. For more information about the Lending Solutions+ program, call (877) 274-7564 or visit www.directcapital.com/apply/nfabk

About Direct Capital

Established in 1993, Direct Capital is the 8th largest independent equipment leasing and finance company in the United States, according to *Monitor*. The company provides specialty finance solutions, including capital equipment leasing, commercial loans, and merchant cash advances and is a member of several leading franchise associations. Direct Capital markets its services through relationships with businesses and through partnerships with vendors, dealers, and manufacturers of capital equipment. Superb execution on its unique delivery model is the cornerstone of Direct Capital's success in an increasingly commoditized financial services industry. Direct Capital is headquartered in Portsmouth, NH and operates offices in New York, Chicago, Atlanta, Detroit and New London, NH.

About the National Franchisee Association

The National Franchisee Association (NFA) serves the BURGER KING® franchisee community through advocacy, education and training, networking and member-focused programs, services and benefits. The NFA—with headquarters in Atlanta, Ga., and a government relations office in Washington, D.C.—is committed to providing vital support and assistance to the board, NFA committees, and the franchisee community at large. Additionally, the NFA seeks to develop innovative programs and services and offer unparalleled benefits to its franchisee members. The NFA works with member franchisees, system suppliers, business partners and Burger King Corporation to promote franchisee growth and success while elevating the brand's leadership position in the industry. Learn more at www.nfabk.org.

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