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**4/16/2007 - DIRECT CAPITAL GROWS CHARITABLE CONTRIBUTIONS WITH DENIM FOR DOLLARS PROGRAM**

PORTSMOUTH, N.H. - Direct Capital, a leading small ticket equipment leasing company, which provides financing for business-essential equipment, announces their goal to contribute \$5,000 to local and national charities in 2007 through the company's Denim for Dollars Day program. Each month, a Denim for Dollars Day is held and each employee is asked to donate at least \$5 to wear jeans for that day. A different charity is selected for each Denim for Dollars Day and 100% of the donations go to the designated organization.

"As Direct Capital continues to grow in Portsmouth, we are dedicated to growing our tradition of volunteerism and support for local and national charities," said Jim Broom, Direct Capital's Chief Executive Officer. "Our hope is that the Denim for Dollars Day program will further inspire our employees to participate in their community and give back as much as possible."

In 2005, Direct Capital kicked off a corporate giving program that required two charitable events per month.

The following organizations are scheduled for Denim for Dollars Days in 2007:

- United Way
- Cystic Fibrosis Foundation – Northern New England Chapter
- American Cancer Society - Northern New England Region
- The World Trade Center Memorial Foundation
- Seacoast Battered Women's Shelter (NH)
- Salvation Army
- Multiple Sclerosis Foundation
- Myasthenia Gravis Foundation
- Marine Toys for Tots Foundation

In addition to the Denim for Dollars Day program, Direct Capital will also be represented by walking teams at the Great Strides Walk for Cystic Fibrosis on May 20<sup>th</sup> and the Boston Avon Walk for Cancer which begins on May 19<sup>th</sup>.

**About Direct Capital**

Founded in 1993, Direct Capital is a leading provider of small ticket equipment financing to businesses nationwide. The company's direct origination platform represents a "best in class" marketing and sales capability that is nearly unique in the industry. The company markets its services through direct relationships with equipment purchasers and through partnerships with vendors, dealers, and manufacturers of capital equipment. Direct Capital is also the official provider of equipment financing for eBay's Business and Industrial website. The company has over 200 employees and is based in Portsmouth, NH. For more information, please visit [www.directcapital.com](http://www.directcapital.com).

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