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For Immediate Release

DIRECT CAPITAL LAUNCHES PRINTING FINANCE DIVISION
COMPANY EARNS ENDORSEMENTS FROM MAJOR BANKS, SECURES \$200 MILLION

PORTSMOUTH, N.H. – Propelled by its recent securitization of \$200 million in finance capacity from several major banks, Direct Capital has announced the formation of a new division focused specifically on providing financing programs for vendors in the printing equipment industry.

According to Paul Ringuette, Vice President of Sales for Direct Capital, the decision to form the new division was based on the company’s growing printing equipment vendor base and its successful execution in that vertical market. Ringuette also noted that timing was an important factor. “With the *Print ’09* tradeshow approaching, we feel it is a great time to offer printing vendors a fresh, new program that will help them create big buzz at that show.”

Ringuette also addressed the void that currently exists in the market. “There is a lot of instability in the finance space right now for printing vendors,” said Ringuette. “Countless banks and equipment finance providers have shut down. Those still standing are strained by capital needs. This significantly limits their ability to provide creative and effective finance

solutions to businesses and it is only getting worse. We're armed and ready to step in and deliver."

Ringuette said Direct Capital wants to speak with vendors that are seeking an innovative, long-term finance partner armed with capital to loan to businesses. "We have \$200 million that we want to put on the streets to help businesses secure printing equipment," said Ringuette. "Most businesses today are getting shut down by the banks; credit card companies are retreating on them; and the qualification levels they must meet have become higher than ever. If you are a vendor that needs a more robust program that will deliver high approval percentages at competitive rates for the next several years, we are prepared to commit to a relationship and we want to speak with you. My line is open. Call me at (603) 373-1342."

The company, which provides a wide range of financial services, secured \$100 million from Key National Finance and other conduits and banks in April. That came on the heels of the renewal of an additional \$100 million line from DZ Bank. Direct Capital is now the 6th largest independent provider of equipment financing in the United States. They have been one of the few, if not the only, specialty finance companies over the last 9 months to secure new capital.

To learn more about the benefits of Direct Capital's new Printing Finance Division, vendors should call (603) 373-1342.

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About Direct Capital

Established in 1993, Direct Capital provides specialty finance solutions, including capital equipment leasing, commercial loans, and merchant cash advances. Direct Capital markets its services through direct relationships with businesses and through partnerships with vendors, dealers, and manufacturers of capital equipment. Superb execution on its exceptional and unique direct service 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.

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