



For additional information, contact:

Elizabeth Luekens
Marketing Manager
Direct Capital Corp.
603-766-9326
eluekens@directcapital.com

For Immediate Release

VIDEOJET SELECTS DIRECT CAPITAL FOR NEW FINANCE PROGRAM

PORTSMOUTH, N.H. - March 12, 2009 - Direct Capital Corp., a leading provider of equipment financing, has been selected as the preferred financing provider for Videojet Technologies, Inc., the global leader in coding solutions for products and packaging.

This new partnership announcement comes on the heels of Direct Capital's recent extension of a \$100 million lease-backed commercial paper securitization. The company plans to utilize that capital to expand its funding capacity for U.S. businesses.

"Videojet's selection of Direct Capital is another strong endorsement of our innovative finance platform for equipment vendors," said Steve Lankler, Vice President of Business Development for Direct Capital. "In this challenging economic environment, it is important that market leading companies like Videojet and Direct Capital partner to deliver solutions that make it easier for businesses to acquire the products and capital they clearly need to thrive and succeed. We are proud that Videojet has selected Direct Capital and, together, we will deliver a world-class financing program."

Direct Capital is an ideal partner for Videojet and its distributors nationwide because of Direct Capital's ability to service a broad range of credit risks and focus on initiatives that

stimulate new sales for its partners. These capabilities have become increasingly appealing for businesses due to the current economic conditions that many are facing.

"Partnering with Direct Capital enables Videojet to offer competitive leasing solutions to customers when capital equipment budgets are tight," says Adrian Fernandez, Vice President of Marketing for Videojet. "Convenient, flexible leasing programs that fit our customers' operating budgets help them obtain the latest marking and coding technologies during challenging times."

For more information about financing options from Direct Capital, call 800-999-9942 or visit www.directcapital.com. For more information about financing options from Videojet, call 800-843-3610 or visit www.videojet.com.

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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. 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 Videojet Technologies

Videojet Technologies Inc. is a world-leading manufacturer of coding, printing and laser marking products, fluids, and accessories for the product identification industry. As experts in continuous ink jet (CIJ), drop-on-demand (DOD), thermal transfer overprinting (TTO), array, and laser technologies, Videojet has over 275,000 units installed worldwide. Sales, service, training, administrative and application support is provided by direct operations worldwide, including Austria, Brazil, Canada, Chile, China, France, Germany, India, Ireland, Japan, Korea, the Netherlands, Poland, Portugal, Russia, Singapore, Spain, Switzerland, Turkey and the United Kingdom, with more than 250 direct sales and service personnel in the United States alone. Videojet's distribution network includes over 175 distributors and OEMs, serving 135 countries.

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