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FOR IMMEDIATE RELEASE

Big Sandy Superstore Partners with Genesis Credit for Second-Look Financing

Franklin Furnace, OH, February 5, 2015 — Big Sandy Superstore announces its partnership with Genesis Financial Solutions to offer Genesis Credit second-look financing. The financing program allows customers with less-than-perfect credit to purchase goods and services in any of their Kentucky, Ohio, and West Virginia stores.

"Genesis Credit has helped us finance a growing portion of our customers who, otherwise, could not have taken advantage of deferred interest financing," said Laura S. Timberland, COO, Big Sandy Superstore. "We are taking better care of our customers today, than prior to our partnering with Genesis."

Genesis Credit is offered at all 12 of the company's locations. In addition to providing a financing product that looks and feels like their prime lender, the program provides superior customer service and allows repeat purchases that fosters customer loyalty.

"Genesis values our partnership with Big Sandy Superstore and is committed to meeting the needs of their underserved customers," stated Bruce Weinstein, CEO of Genesis Financial Solutions. "It's an honor to work with Big Sandy Superstore and to offer affordable financing for their non-prime customers."

About Big Sandy Superstore

Big Sandy Superstore was founded in Ashland, Kentucky in 1953 by Robert Van Hoose, Sr. Big Sandy has grown into a regional powerhouse in the home furnishings industry and is one of the nation's top 100 furniture retailers. Big Sandy maintains store locations in Kentucky, Ohio, and West Virginia with over 600 employees. For more information visit www.bigsandysuperstore.com.

About Genesis Financial Solutions

Genesis Financial Solutions, Inc. is the leader in providing second-look financing for credit challenged customers. Genesis offers customers a variety of credit financing solutions with simple terms, competitive rates, and excellent customer service; designed to provide non-prime credit customers with the same financing opportunities as prime credit programs. For more information visit Genesis' website at www.genesis-fs.com.

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