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FOR IMMEDIATE RELEASE

El Dorado and Genesis Credit Partner to Provide Customers with Second-Look Financing Options

Miami, FL, March 16, 2015 —Genesis Financial Solutions announces its partnership with El Dorado Furniture. The partnership allows El Dorado to provide its customers with access to second-look financing for customers with less than perfect credit. The financing program gives El Dorado customers the ability to purchase goods and services in any of their Florida locations.

"We are very pleased with our partnership with Genesis Credit. Our sales associates love the simplicity of the financing program and our customers are happy to receive the credit they deserve," said Pedro Capo, COO, El Dorado Furniture. "We are able to serve our customers better, which has increased our sales and customer loyalty."

El Dorado offers Genesis Credit at all of the company's locations throughout Florida. In addition to providing a financing product that resembles their prime lender, the Genesis Credit program provides exceptional customer service and allows repeat purchases that fosters customer loyalty.

"We are honored to be partnering with El Dorado Furniture to provide their near-prime customers with affordable financing and excellent customer service," stated Bruce Weinstein, CEO of Genesis Financial Solutions. "Their inventive approach to selling furniture and dedication to providing a superior customer experience, align perfectly with our company goals and values."

About El Dorado Furniture

On June 27, 1967, the Capo family opened the first El Dorado Furniture in Miami. The furniture retailer remains a family-owned company three generations in. El Dorado consistently gives back to the South Florida community through various charities and company sponsored community programs. There are thirteen stores within Dade, Broward, Palm Beach, and Lee Counties and it is ranked among the top 50 furniture retailers in the country. In 2010, the family patriarch and El Dorado Furniture founder, Manuel Capo, was inducted into the American Furniture Hall of Fame. The company is known for its boulevard showroom concept, a truly unique furniture shopping experience. For more information visit www.eldoradofurniture.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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