



Genesis Credit Successfully Launches Financing Program with Top 100 Retailer Bob's Discount Furniture

Beaverton, OR, July 11, 2018 — Genesis Credit, a leader in consumer financing, has partnered with Bob's Discount Furniture to provide consumers with the opportunity to quickly and easily finance their purchases. The program launched in 87 Bob's locations on Memorial Weekend and in the first few weeks has exceeded expectations for both companies.

"In the short time that we have partnered with Genesis Credit, Genesis has significantly increased our incremental sales," said Ron Bomberger, SVP Operations, Bob's Discount Furniture. "We look forward to our continued partnership with Genesis Credit and the increase in incremental sales the program provides."

The launch of Genesis Credit's program in Bob's Discount Furniture, exceeded the defined success metrics.

"Collaborating with Bob's, allows us to provide more people with financing options to support their home furnishing purchases and we are proud that we were able to positively impact their sales in such a short period of time," said Mark Denman, President, Genesis Credit. "Bob's is a highly successful retailer with a deep commitment to providing their customers with great products at affordable prices, with an exceptional customer experience. We are proud to partner with one of the premier home furnishings retailers in the industry."

Bob's Discount Furniture is focused on providing customers with home furnishings at everyday low prices in an enjoyable shopping environment. Partnering with Genesis Credit complements their business by offering a program that emulates the prime financing promotions and customer service.

About Bob's Discount Furniture

Bob's Discount Furniture provides a wide variety of quality furnishings – including living room furniture, bedroom furniture, dining room furniture, mattresses and home accents - at everyday low prices. The stores also offer a unique and enjoyable shopping experience featuring cafes in each store with free gourmet coffee, ice cream, cookies and candy. Since 1991, Bob's has built strong customer loyalty by offering the highest-value home furnishings at the lowest possible prices. With 99 furniture stores located throughout New England, Delaware, Illinois, Indiana, Maryland, Missouri, New Jersey, New York, Pennsylvania, Virginia, and Wisconsin, the Manchester, Conn.-based company has become the 12th-largest U.S. furniture chain and proudly holds an A+ rating from the Better Business Bureau. Bob's is committed to supporting communities where its stores are located through a variety of charitable giving efforts. Bob's Discount Furniture Charitable Foundation has anchored the company's philanthropic work for more than 20 years. In addition, the Bob's Outreach program was created as a separate entity to help schools and children-related charities. The company donates more than \$2.75 million to charities through these programs each year. For more information on Bob's charitable programs, visit Bob's Cares, follow us on Twitter @MyBobs and on [Facebook](#).

About Genesis Credit

Genesis Credit, a brand of Genesis Financial Solutions, Inc. is the leading provider of non-prime consumer financing solutions with over 1.7 million customers, 200,000 new cardholders monthly, and 1,000 team members. Genesis provides top quality financing solutions and respectful service for non-prime consumers through our merchant and direct-to-consumer credit card programs. Our programs offer consumers, who are typically turned down by a prime lender, a second chance to access financing and credit cards with simple terms, competitive rates, and excellent customer service. For more information visit Genesis' website at www.genesis-fs.com.