

Genesis Financial Solutions, Inc.

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GENESIS FINANCIAL SOLUTIONS SECURES ADDITIONAL CAPITAL INVESTMENT

BEAVERTON, Oregon (August 9, 2013): Genesis Financial Solutions, the national leader in point of sale financing for customers with less than perfect credit has closed another round of capital to assure their continued growth in 2013 and beyond.

The investment of \$40 million from a NYC based alternative asset management fund allows Genesis to expand their financing options to consumers in underserved markets. "We are in the process of positioning Genesis for years of success and obviously our investing partners are as excited about our trajectory as we are" stated CEO Bruce Weinstein.

Previously focused on acquiring and servicing existing loans, Genesis has grown rapidly in the retail and health financing business. That growth, coupled with new finance product offerings dictated the need for additional capital.

"We're continuing to build on our retail success with key partners, while expanding our offerings to a wider variety of merchants, as well as health and dental providers" Weinstein explained. "This financing assures we are able to build on our success in this segment," he continued.

About Genesis Financial Solutions, Inc. (www.genesis-fs.com): *Genesis Financial Solutions, Inc. provides access to financing to consumers with imperfect credit through partnerships with retailers, healthcare organizations and educational institutions who want to serve more customers and increase sales. With over 12 years of acquiring, originating, and servicing consumer credit, Genesis Financial Solutions has earned a strong reputation among consumers and partners by offering attractive terms, innovative technology, and exceptional customer service.*