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**FOR IMMEDIATE RELEASE**

## **Genesis Credit Participates in the Continental Buying Group Show: Exhibiting the Benefits of Second-Look and Supplemental Financing**

Beaverton, OR, May 18, 2015 – Genesis Credit, the leader in second-look financing programs, is participating in the Continental Buying Group (CBG) Show at Caesar’s Palace, May 25-28, 2015. During the four day event, Genesis Credit will be exhibiting second-look and supplemental credit programs, showing retailers how they can increase sales and build customer loyalty by partnering with Genesis.

CBG is the most prestigious and largest independent jewelry organization in the country. The membership consists of more than 300 retail jewelry outlets, giving the retailers more buying power and the ability to negotiate better terms and prices. The power of being a CBG member then allows the jewelry retailers to give their customers the best products and services.

Genesis Credit will be exhibiting (Table 5) how its second-look and supplemental financing programs enables retailers to provide customers, with less-than-perfect credit, credit that emulates a prime lender option. In addition to the quality of the programs, Genesis Credit also provides superior customer service and encourages repeat purchases that promotes brand loyalty for the retailers.

### **About Continental Buying Group**

The Continental Buying Group (CBG) is comprised of 100 members with annual sales volume of over 1 billion retail dollars. All of the members are required to maintain a favorable credit rating with J.B.T or D&B and achieve a minimum of 2 million dollars a year in sales. CBG’s buying power and ability to negotiate the best terms, prices and services with all vendors enables a member to compete or beat any other competitor. This makes it possible for CBG member’s to give their customers the best products, service and guarantees no other jeweler can match. For more information visit [www.cbgi.org](http://www.cbgi.org).

### **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](http://www.genesis-fs.com).

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