



Genesis Credit Successfully Launches Second-Look Financing with City Furniture

Beaverton, OR, August 30, 2016 — Genesis Credit, the leader in supplemental and second-look retail consumer financing, launched financing programs in the City Furniture Ashley Homestores in April 2016. The program's success quickly led to the expansion of the second-look financing program into all City Furniture stores one month later. Partnering with Genesis Credit extends City Furniture's financing options for those customers with less than perfect credit.

"In the short time that we have partnered with Genesis Credit, Genesis has significantly increased our overall sales by approving more customers for financing with a seamless promotional financing program that resembles our primary option," said Garry Ikola, SVP Sales, City Furniture. "We are very pleased with the performance of the financing program and how it has had a positive impact on our customer base. We look forward to further expanding the second-look financing options with a branded card program and integrating Genesis Credit into our mobile financing system."

City Furniture is focused on providing customers with friendly, efficient service in a fun environment. Partnering with Genesis Credit complements their business by offering supplemental and second-look financing solutions with extraordinary customer service and programs that benefit their customers.

"City Furniture's commitment to efficient and superior customer service, aligns with our company goals and values," said Bruce Weinstein, CEO, Genesis Credit. "Collaborating with City Furniture, allows us to provide more people with alternative 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."

About City Furniture

City Furniture, the Ultimate Furniture Store, provides quality home furnishings at excellent value with friendly, efficient service in a fun and exciting environment. City Furniture is the #1 furniture retailer in South Florida, with showrooms spanning from central Florida to the west coast to Miami, and have grown to be over 1,300 associates strong who are focused on making their customers happy and consistently achieving extraordinary, high customer satisfaction ratings. Visit <https://www.cityfurniture.com/> for more information.

About Genesis Credit

Genesis Credit is the leader in providing supplemental and 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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