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FOR IMMEDIATE RELEASE

Genesis Credit and Feldco Partner on Second-look Financing Program

Beaverton, Oregon, September 1, 2015 — Genesis Credit, the leader in second-look financing, announced their partnership with Feldco to provide financing options for customers with less than perfect credit. Feldco, the number one window supplier and home renewal company in the Midwest, aims to provide homeowners with the best value and experience with their home improvement projects. Partnering with Genesis Credit allows them to enhance the superior experience by providing customers with more financing options for major home improvement investments.

“Feldco is focused on total customer satisfaction from quote to final installation and that now includes providing quality second-look financing programs from Genesis Credit,” said Uday Khedkar, Director of Finance, Feldco. “Partnering with Genesis Credit has given us the ability to provide more financing options for our customers, enabling them to invest in home improvement projects and receive the best value and experience available.”

Feldco is committed to providing customers with financing options necessary to invest in home improvements. Seventy-five percent of cardholders surveyed by a leading financial services company in 2014 said they “always” seek promotional financing when making a purchase and 87 percent felt financing makes large purchases more affordable. By partnering with Genesis Credit, Feldco is able to offer second-look financing with superior customer service and program features similar to prime lending programs.

“It gives us great pleasure to provide second-look financing for Feldco,” said Bruce Weinstein, CEO, Genesis Credit. “Genesis Credit appreciates our partnership with Feldco and is committed to providing best-in-class products, service, and experience to their customers.”



About Feldco

Feldco has been a leader in replacement windows, siding and doors since 1976. Feldco began with one man and one goal when Bernie Feld started selling windows in Chicago. His aim was to provide homeowners the very best value and experience with their home improvement projects. Still family owned and operated almost 40 years later, we have become well-known for our replacement windows, siding and doors and our commitment to customer delight. We have twice been named Window and Door Magazine’s Dealer of the Year and have been recognized for our excellent customer service. Our original showroom in Evergreen Park still serves Chicago homeowners. Our main offices once resided in Norridge, and now a location in Des Plaines serves as headquarters with corporate offices, a distribution center and our company’s largest showroom. For more information visit Feldco at www.4feldco.com.

About Genesis Credit

Genesis Credit, powered by Genesis Financial Solutions, is the leader in providing second-look financing for credit challenged customers. Genesis offers customers a variety of credit financing solutions with simple



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terms, competitive rates, and excellent customer service; designed to provide non-prime credit customers with financing opportunities competitive with prime credit programs. For more information visit Genesis' website at www.genesis-fs.com.

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