

**Kevin Jewelers**

Contact: Evelyn Crisostomo

Phone: 213-622-8900

Email: [Evelyn@kevinjewelers.com](mailto:Evelyn@kevinjewelers.com)

**Genesis Financial Solutions, Inc.**

Contact: Bob Canfield

Phone: 503-268-5837

Email: [Bob.Canfield@genesis-fs.com](mailto:Bob.Canfield@genesis-fs.com)

**KEVIN JEWELERS OFFERS NON-PRIME, GENESIS CREDIT FINANCING**

*Beverly Hills, California (July 23, 2013):* Kevin Jewelers has partnered with Genesis Financial Solutions to offer what Genesis Credit calls second-look financing. This special financing gives credit to customers turned down by the jeweler's primary lender.

"Kevin Jewelers has enjoyed offering Genesis Credit to our customers who don't qualify for traditional lending options for some time now," states Kevin Bral, President of Kevin Jewelers. "This has and will continue to be a great opportunity for potential customers to afford the high-quality jewelry they want and deserve. Plus, it has helped us improve sales through additional financing options."

Genesis Credit is offered at all 32 of the company's locations throughout California and Arizona. In addition to exceptional customer service and instant approvals, Genesis Credit customers can continue using the revolving line of credit at Kevin Jewelers for additional purchases, further encouraging repeat business and customer satisfaction.

"It is an honor to work with Kevin Jewelers to offer additional financing options for its customers," says Bruce Weinstein, President and Chief Executive Officer at Genesis Credit. "Often that service starts with affordable financing, regardless of a person's credit history."

***About Kevin Jewelers ([www.kevinjewelers.com](http://www.kevinjewelers.com)):*** Kevin Jewelers, a family owned retail jewelry and manufacturing business was established in 1975 with the opening of the company's first store in Beverly Hills. This venture was the product of Kevin Jeweler's innovative concept of manufacturing its own merchandise to produce goods of superior quality and distinction. As of today, there are 32 Kevin Jewelers locations in California and Arizona.

***About Genesis Financial Solutions, Inc. ([www.genesis-fs.com](http://www.genesis-fs.com)):*** Genesis Financial Solutions, Inc. provides access to financing to consumers with non-prime credit through partnerships with educational institutions, retailers and healthcare organizations that want to serve more customers and increase sales volume. 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, competitive rates, and exceptional customer service.