



Genesis Financial Solutions
8405 SW Nimbus Ave., Suite A
Beaverton, OR 97008

FOR IMMEDIATE RELEASE

Pilgrim Furniture Offers Genesis Credit Second Look Financing

Southington, Connecticut, November 21, 2013—Pilgrim Furniture City has partnered with Genesis Financial Solutions to offer Genesis Credit second-look financing. The financing program allows customers with challenged credit to purchase goods and services from the furniture store.

"In the few short months that we have partnered with Genesis, they have proven to be an integral part of growing our business," states Mike Albert, President of Pilgrim Furniture City. "The Genesis Credit program is easy-to-use and this has allowed Genesis to succeed where other previous providers have not been able to."

Genesis Credit is offered at all four of the company's locations throughout Connecticut. In addition to providing a financing product that looks and feels like their prime lender, the program allows repeat purchases that helps foster customer loyalty.

"Genesis is deeply committed to meeting the needs of Pilgrim's underserved customers," says Bruce Weinstein, CEO of Genesis Financial Solutions. "It's an honor to work with Pilgrim and to offer affordable financing for their non-prime customers."

About Pilgrim Furniture City

The Pilgrim Furniture City opened in 1961 Bristol, Connecticut. Currently, Pilgrim Furniture has four superstore locations totaling more than 280,000 square feet of floor space. For more information, please visit <http://www.pilgrimfurniturecity.com/>.

About Genesis Financial Solutions

Genesis Financial Solutions, Inc. provides access to financing for consumers with non-prime credit through partnership 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. For more information, please visit <http://www.genesis-fs.com/>.

Contact

To learn more about this partnership, please contact:

PILGRIM FURNITURE

Lindsey Britton
Accounts Receivable Manager
860-620-8101
lindseys@pfcmail.com

GENESIS FINANCIAL SOLUTIONS

Cari Laney
Assistant Marketing Manager
503-268-5873
cari.laney@genesis-fs.com

###