



Finacity Serves as Advisor on New General Financial Consumer Loan Origination Program and Facilitates \$15 million of New Financing

Stamford, CT – December 23, 2015 – Finacity Corporation (“Finacity”) is pleased to announce that it has served as advisor to a loan origination program recently closed between General Financial, Inc. (“General Financial”) of Atlanta, Georgia and a federally chartered regional bank. The program facilitates the future origination of internet marketed loans by the bank employing General Financial’s marketing technology. As part of the loan origination program Finacity sourced an additional \$15,000,000 of new loan funding for General Financial.

“We’re proud to have facilitated such an innovative program,” said Paul Jenison, Finacity’s consumer finance Managing Director. “This advisory reflects Finacity’s continued commitment to specialty finance firms like General Financial.”

About General Financial

General Financial is a specialist in loans extended to active duty military personnel. The lender was founded in 2007 by CEO Sabetay Palatchi and has rapidly become one of the leading providers of internet marketed loans. Mr. Palatchi stated that “this new origination program permits our continued growth in the armed forces lending sector. General Financial is delighted to be working with a federally chartered bank, known for quality VA mortgage lending and fully committed to active duty personnel, veterans and their families.”

About Finacity Corporation

Finacity Corporation specializes in the structuring and provision of efficient capital markets receivables funding programs, state-of-the-art servicing, and bond administration. Finacity currently facilitates the financing and administration of approximately \$100 billion of receivables annually. With resources in the USA, Europe and Latin America, Finacity conducts business throughout the world. The Finacity consumer receivable activities incorporate auto loans, credit card receivables, retail installment and all specialty finance classes. For more information on our company, please visit www.finacity.com.

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