



PRESS RELEASE

Balboa Capital Enters Office Imaging Market With The Addition of 3 Industry Veterans

FOR IMMEDIATE RELEASE

Irvine, California – February 9, 2010 – Balboa Capital Corporation, a leader in equipment financing within the United States, announced today that they have entered the Office Imaging Market / Copier Segment with the hiring of 3 new Regional Account Managers formerly with Key Equipment Finance.

- Jerry Harne joins Balboa Capital with over 30 years experience in the equipment leasing industry. Most recently he spent 7 years at Key Equipment Finance where he was responsible for a South-East territory. Prior to his tenure with Key, Jerry held positions as Vice President of Sales at Wells Fargo / Consecro & Green Tree Financial and as a Regional Sales Manager at Copelco Credit Corporation and Deutsche Credit. Jerry will be based out of Orlando, Florida.
- Fred Crivlare joins the team with 21 years of successful sales experience in the Copier Segment. For the last 7 years, Fred was with Key Equipment Finance as a District Sales Manager where he developed a new Mid-Western territory from the ground up. His previous experience includes time with Wells Fargo, Consecro, Green Tree, Finova and Bell Atlantic Tricon. Fred will be based out of the Chicago Area.
- Mike Chard brings more than 15 years of Copier experience to Balboa Capital. Like Harne and Crivlare, Chard spent 7 years with Key Equipment Finance as a Regional Sales Manager where he developed a territory in the South. His previous experience includes time with Danka, Alliance and Consecro. Mike will be based out of Austin, Texas.

“While we’ll be competing with some of the largest and most successful equipment finance companies, we believe that we can bring value and assume a space reserved for the independent Office Imaging dealer. Entering this industry vertical will help us in our growth as a company and we look to bring innovative technology products and consistent service to our dealers and their customers,” said Phil Silva, President of Balboa Capital.

Balboa Capital is one of the largest privately-held equipment finance companies in the United States delivering industry-leading technology, ease of doing business and innovative marketing tools that small and medium sized customers require to fuel the growth and success of their business. Celebrating more than 22 years in business in 2010, Balboa Capital markets its products through the small ticket, middle market, and vendor sales channels.

Contact:
mktgcomm@balboacapital.com