



PRESS RELEASE

Balboa Capital Continues its Hiring of Experienced Vendor and Direct Sales Professionals

FOR IMMEDIATE RELEASE

Irvine, California – March 23, 2010 – Balboa Capital Corporation, a leader in equipment financing within the United States, announced the hiring of two new salespeople as part of their on-going recruiting efforts. Jory Hopkins teams up with the company's Vendor Services Group while Brian Friedly joins the Direct Sales efforts.

- Hopkins joins Balboa Capital after 8 successful years with Key Equipment Finance. During his tenure at Key, Jory held various Sales positions including Inside Sales for their banking segment. In his prior position, Jory helped increase IT vertical sales within the Central US Territory by 300%.
- Friedly brings over 8 years of equipment leasing and financing experience to Balboa. Most recently, Brian was with Direct Capital where he helped grow Vendor Sales, Direct Sales, Merchant Cash Advance and working capital programs. While at Direct Capital, Brian was awarded numerous Presidential Club sales honors and earned several awards for developing valuable finance partnerships.

"We will continue in our quest to pursue, attract and secure the best available sales talent in the leasing industry. The hiring of Jory and Brian reinforces our objective of positioning our company to capitalize on the opportunities that will emerge from the eventual economic recovery and corresponding increased demand," said Phil Silva, President.

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, vendor and office imaging sales channels.

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