

For immediate release

Press Release

CPR Finance & Associates upgrades their facilities to meet expanding sales growth.

Crystal Lake, Illinois – February 22, 2010 – CPR Finance & Associates, LLC a leading “Financial Intermediary” has upgraded their office space to accommodate their recent sales growth by taking over a 2500 sq ft office space located at 8600 Rt. 14 in Crystal Lake. By adding additional sales reps and doubling their space they are ready to make a move to drive competitive differentiation in the equipment financing arena. Over the past several months CPR Finance has put together a strategy to grow its core competencies nationwide and is now supporting vendors and manufactures coast to coast.

“The credit market has changed the direction of most direct lenders. Almost all have felt the economic downturn and have had to cutback. We realized that the market was going to provide us with a defined time frame to capture the market while the direct lenders where restructuring and redefining their capabilities,” states Ken Pringle, Chief Operating Officer of CPR Finance & Associates. “Most importantly we knew we had an opportunity to add a few well qualified individuals to our team so that we could grow our business right away.”

CPR Finance also has announced the addition of two sales reps to support their ongoing growth. The company appointed Jacob Barinholtz as Account/Marketing Manager. Jacob although new to the equipment leasing industry has experience in sales and marketing to take the company to the next level. Along with Jacob we have added a seasoned rep, Lance Gorman as a V.P. of Sales. Lance has over 20 years of sales experience with companies United Lift Truck, Toyota Material Handling and Chicago Board of Trade. “We believe we are bringing in the right qualified candidates to take us to the next level,” said Brad Comm, Chief Executive Officer. “We are pleased to have added two top notch sales professionals to our team.”

About CPR Finance & Associates, LLC

CPR Finance & Associates is a leading edge financial intermediary with over 25 years of financial service experience. CPR Finance provides a first class network of some of the nation’s largest and most successful banks, leasing institutions, vendors and financial advisors. The focus of the business is to bring quality service with a diverse range of financial products to match what is needed in today’s commercial lending market. CPR Finance & Associates provides financing to numerous industries including medical, technology, manufacturing and industrial. CPR Finance & Associates, LLC is headquartered in Crystal Lake, Illinois. For more information, please visit the website at

www.cprfinance.com