

MERCHANT CASH ADVANCE IPHONE APPLICATION LAUNCHED BY ADVANCEME

Small Business Owners Now Able to Access Quick Business Funding via Smartphones

NEW YORK (November 20, 2009) AdvanceMe Inc., the nation's leading provider of Merchant Cash Advances (MCA) for small and mid-sized businesses, today announced the launch of the company's first iPhone application, BIZ CASH NOW. The application for iPhone and iPod touch users makes it easy for small business owners to learn more about MCAs and apply for business funding via their iPhone or iPod touch.

The BIZ CASH NOW application allows AdvanceMe to further extend its reach to business owners who are constantly on the go. The iPhone application is a natural extension of AdvanceMe's extensive web presence and provides business owners with another option in their quests to obtain working capital. BIZ CASH NOW offers the following features for small business owners:

- A built-in, real-time calculator which gives small business owners the ability to estimate the MCA amount that may be available for their businesses quickly
- Industry-specific special promotions, which provide small business owners with opportunities only available to application users
- A Simplified Merchant Cash Advance Application that helps small business owners complete and submit a request for an MCA and all the special promotions for which the business qualifies
- A Frequently Asked Questions section that eases navigation and simplifies the application process

"We are proud to be able to offer small business owners another avenue to obtain working capital," said Glenn Goldman, President and CEO of Capital Access Network, Inc., parent company of AdvanceMe. "We know small business owners are very busy and have less time to spend on their PCs, Macs and laptops, so we are committed to providing the most convenient access possible through a number of different access points, including this new iPhone application. Obtaining funding through AdvanceMe just got easier for the small business owner."

BIZ CASH NOW also allows business owners access to some of the MCA industry's most competitive pricing programs and attractive special promotions. Additionally, the BIZ CASH NOW application conveniently connects business owners directly to the nation's leading MCA funding source, AdvanceMe, Inc.

AdvanceMe's BIZ CASH NOW application is available for free from the Apple App Store on any iPhone and iPod touch. It can be found under the Finance Category or by searching for BIZ CASH NOW. More information about AdvanceMe's BIZ CASH NOW application is available at <http://www.AdvanceMe.com/iphone.html>.

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About AdvanceMe, Inc.

AdvanceMe, Inc. is the nation's leading provider of Merchant Cash Advances to small and mid-sized businesses. Since 1998, AdvanceMe has made more than 60,000 fundings, providing almost 30,000 businesses in all 50 states with over \$1.5 billion in working capital. Owners use AdvanceMe capital to renovate, purchase new equipment and supplies, fund advertising, manage unexpected expenses and seasonal downturns and free themselves from second mortgage liens and personal guarantees associated with loans. For more information about AdvanceMe's innovative working capital solution, call toll-free 1-866-838-5097 or visit www.AdvanceMe.com.

MEDIA CONTACT:

Diane Naczi
770-590-9822 X382
dnaczi@advanceme.com