

## **AdvanceMe, Inc. Champions Ten Years in Merchant Cash Advance Industry**

### **Small Businesses Rely on Industry Leader for Working Capital Alternative**

**ATLANTA (June 17, 2008)** - AdvanceMe, Inc. (AMI), the nation's leading provider of Merchant Cash Advances (MCA), announces a major corporate milestone: ten successful years in a now flourishing industry. The company was founded in 1998 by an entrepreneur who envisioned a way of turning her future credit card sales into working capital. The result was the Merchant Cash Advance product that continues to help thousands of small business owners each day manage their cash flow requirements.

As the pioneer for the Merchant Cash Advance (MCA) industry, AdvanceMe prides itself on helping small business owners, many of whom are not served by traditional financial institutions, meet their needs for working capital. During the past decade, AdvanceMe provided more than 20,000 business owners with access to over \$1 billion in funding through its innovative product offering.

AdvanceMe's growth and longevity are testaments to its ability to supply owners with the funds needed to sustain and expand their businesses, providing fuel to the engine of the nation's economy and stimulating economic development. Three out of four eligible customers return for future fundings, evidence of AdvanceMe's superior processes that incorporate 10 years of data gathering to support responsible funding.

AdvanceMe started with a handful of independent salespeople and has since grown its distribution channels to include an in-house Telesales Team, a nationwide Direct Sales Team of employees and Independent Sales Organizations, a website ([www.AdvanceMe.com](http://www.AdvanceMe.com)) as well as National Sales partners. Employees of AdvanceMe and its affiliates now number more than 300 in six offices — Kennesaw, GA, Scarsdale, NY, Rome, GA, Rockland, MA, Minneapolis, MN, and San Jose, Costa Rica.

"We are thrilled to mark our tenth year serving the small business community. Businesses continue to show the need for the Merchant Cash Advance product. Requests for working capital are growing, especially with the tightening credit markets affecting the entire nation," explains Glenn Goldman, Chief Executive Officer of Capital Access Network, the parent company of AdvanceMe. He continues: "AdvanceMe takes its responsibility within the industry very seriously. We will continue to assist owners that possess solid business and management models with access to the capital needed to thrive. And we will continue to do it responsibly, setting the bar for industry best practices."

### **Setting the Stage for the Next Decade**

Continuing to set the course for best practices within the industry remains a priority for AdvanceMe as it commences its second decade of development. In April, AdvanceMe released its second white paper entitled "Best Practices for Merchant Cash Advance Providers: Assessment of Risk." This white paper is the second in a series regarding current issues for the Merchant Cash Advance (MCA) industry, specifically the creation of key standards and Best Practices that responsible MCA Providers should follow. The papers are posted on [www.MCABestPractices.com](http://www.MCABestPractices.com).

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### **About AdvanceMe, Inc.**

AdvanceMe, Inc. in Kennesaw, GA is the nation's leading provider of Merchant Cash Advances to small and mid-sized businesses. Since 1998, AdvanceMe has made 50,000 fundings, providing more than 20,000 business owners in all 50 states with \$1 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](http://www.AdvanceMe.com)