

AdvanceMe Launches New Vendor Vantage Program: Helps Suppliers Sell More, Increase Revenue

Unique Referral Program Gives Small Business Clients Another Payment Option

ATLANTA (April 14, 2009) - AdvanceMe, Inc., the nation's leading provider of Merchant Cash Advances (MCAs), today announces VendorVantageTM, a new marketing tool created for vendors and suppliers whose major client bases are small businesses. The VendorVantage program taps in to these vendors' strong customer relationships and intimate knowledge of their customers' business needs to offer an additional payment and working capital solution. Access to new capital incents the small business owner to purchase additional products and services or pay-off an outstanding balance with a vendor. Vendors not only close sales and speed up accounts receivable, but also gain additional revenue through commissions paid by AdvanceMe for completed funding transactions with merchants referred by participating vendors.

Companies can participate in VendorVantage on several levels. Each level has a different commission structure, escalating with the level of vendor involvement. Vendors can work on strictly a referral basis, enter into a co-marketing arrangement in which they partner with AdvanceMe to generate business out of the supplier's customer base, or act as an independent sales entity handling, end-to-end, the marketing and sales of AdvanceMe's MCA product to business customers. A participating small business can request that the proceeds of a funding be sent directly to its supplier or it can pay the supplier once the funds have been deposited into its account. Merchants can even request additional funds to cover other business expenses including taxes, advertising, renovations, equipment and inventory purchases.

Vendors and suppliers can evaluate their current customer base and easily identify potential leads. Ideal candidates for AdvanceMe Merchant Cash Advances are businesses that manage a successful operation, accept credit cards as form of payment and have been in business at least one year. These businesses could receive up to \$150,000 per location quickly from a trusted source, without taking time to fill out lengthy and complicated applications. No personal collateral is required and underwriting decisions are dependent on a variety of factors in addition to the personal credit score of the owner.

"Our goal in launching VendorVantage is to provide vendors and their customers with new opportunities to complete transactions that can support and grow both of their businesses," says Glenn Goldman, President and Chief Executive Officer of AdvanceMe. "VendorVantage provides today's suppliers a smart and integrated way to offer their customers working capital that cannot be obtained elsewhere. It's a win-win for both parties. Now vendors can say, "You can pay by credit card, cash, check or AdvanceMe."

Learn more by visiting: <http://www.vendorvantage.com>.

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 almost 60,000 fundings, providing more than 25,000 business owners in all 50 states with nearly \$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.