



FIRESTONE FINANCIAL ANNOUNCES REWARDS PROGRAM

Cash Back for Firestone Partners

NEWTON, MA – January 26, 2012 – Firestone Financial Corp. a leading provider of equipment financing, announced the launch of Firestone Partners, a rewards program for its customers in the amusement and vending industries.

“This is our way of showing appreciation to our loyal customers. The program is quite simple, the more you finance, the higher the rebate at the end of the year,” said Larry Yaffe, Firestone’s Senior Vice President of Sales and Marketing

The program will pay a half a percentage point on all business funded in 2012 for those customers that finance above their annual target. Customers have 2 ways to redeem their reward; they may opt for cash back paid in January 2013 or receive 2013 membership with the AMOA or NAMA.

"AMOA appreciates the efforts by Firestone Financial to offer a tangible benefit for members. Firestone has long supported our membership, organization and industry and this new initiative serves as yet another great example," said Jack Kelleher, AMOA Executive Vice President.

NAMA membership is available for new operator members and those operators that were not members of NAMA in 2011 and 2012. “We look forward to the success of the program and welcoming new NAMA members,” said Dean Gilland, NAMA – Vice President Sales and Service.

Jim Hines, Firestone’s Vice President commented, “With our promotional loans with interest rates as low as 0%, and our cash back program, operators can put more money in their pocket by using Firestone.”

To sign up for the program interested parties need to complete an online form at www.firestonefinancial.com/firestone-partners.htm or call 1-800-851-1001 ext. 41.

About Firestone Financial

Since 1965, Firestone Financial has been helping businesses by provided equipment financing nationwide. Our focus is on cultivating long term relationships in the industries that we serve. Today we provide competitive financing solutions for the amusement, carnival, coin-op, fitness, and vending industries. To learn more, call 1.800.851.1001 or visit www.firestonefinancial.com.

Contact: Carol Francis, Director of Marketing
1.800.851.1001 extension 276
cfrancis@firestonefinancial.com