



## **MARKET LEADERS EMBED AND FIRESTONE FINANCIAL ANNOUNCE 0% APR PROMOTION ON CASHLESS SYSTEMS**

**NEWTON, MA – November 5, 2012** – Firestone Financial Corp. a leading provider of equipment financing for the amusement and vending industry and Embed, a leading provider of Debit Card, Point of Sale, and Redemption Management Systems announced two new financing programs today.

Customers may finance any Embed System for either 0% APR for 12 months, or go for a longer repayment term of 24 months, at a below market rate of 4.99% APR. For full program details please visit [www.firestonefinancial.com/embed2012.htm](http://www.firestonefinancial.com/embed2012.htm).

“We are thrilled to be announcing our first cashless card system promotion with a great company like Embed. Customers can select from 2 low rate options for Embed products,” said Jim Hines, Firestone’s Vice President of Sales.

“As we are both leaders in the amusement industry it was natural to partner with Firestone on this compelling offer. Embed Systems increase efficiency and provide tools for driving top line revenue for the location and the Firestone Financial promotions are an affordable way to acquire our systems before the holidays,” said Merrik Keller, Sales Manager for Embed.

Interested parties can learn more online at [www.firestonefinancial.com/embed2012.htm](http://www.firestonefinancial.com/embed2012.htm) or by calling Firestone Financial at 1-800-851-1001 ext. 41 or Embed at 1-866-440-1212.

### ***About Firestone Financial***

Since 1965, Firestone Financial has helped 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 video gaming, amusement, vending, carnival, and fitness industries. To learn more, call 1.800.851.1001 or visit [www.firestonefinancial.com](http://www.firestonefinancial.com).

### ***About Embed***

With offices in the USA, UAE, UK, and Australia, Embed provides systems that are a total operating solution for any entertainment facility. Embed Systems allow for admissions control, machine monitoring, cashless operation of games and attractions, retail, food and beverage sales, loyalty systems, full prize redemption management, and integrated event scheduling. For additional information on Embed, please visit the web site at [www.embedcard.com](http://www.embedcard.com).

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