



FIRESTONE FINANCIAL ASSISTS STEEL PIER FINANCE PARK RENOVATION \$1.29 Million in financing including Freedom Flyer acquisition

NEWTON, MA – September 26, 2012 – Steel Pier has been the heart of family entertainment in Atlantic City since 1898. The amusement park is in the midst of a multi year \$100 Million renovation, having completed the first phase prior to the start of this season. As part of the project, Firestone Financial, a leader in equipment financing for the outdoor amusement industry, provided a seasonal installment loan of \$1.29 Million for several of the rides at the park including the popular Freedom Flyer.

“Firestone Financial helped us to bring one of the hottest rides in the country to the pier, this is the beginning of the Atlantic City’s renaissance,” said Anthony Catanoso, president of Steel Pier Associates. Mr. Catanoso’s vision is to create a spectacular experience for the whole family and the Freedom Flyer and other new rides financed by Firestone Financial are critical components of the plan. “We have worked with Firestone Financial for years and when we were lining up financing for the project they were a natural choice for us. Firestone joined early on in the project, which helped us tremendously in making our ride selection, laying out the park and getting to the next level.”

“We are so proud be able to contribute to the revitalization efforts at Steel Pier, it is so rewarding to be part of such an amazing project,” said David Cohen, President and CEO of Firestone Financial. “All of us here at Firestone were thrilled to help our friends at Steel Pier bring new attractions to the park. We started financing various projects here years ago and the transformation of the pier in that time is incredible,” added Tony Costanza, Assistant Vice President.

The renovation efforts continue at Steel Pier and Phase 2 which is expected to be completed in time for the 2014 season will include a 200 foot Ferris wheel that is equipped for year round use.

To learn more about Firestone Financial please contact us by email at marketing@firestonefinancial.com or by phone at 1-800-851-1001 ext. 42

To learn more about Steel Pier please visit www.steelpier.com.

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 outdoor amusement, indoor amusement, fitness and vending industries. To learn more, call 1.800.851.1001 ext. 276 or visit www.firestonefinancial.com.

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