

**FIRESTONE FINANCIAL NAMES ‘LUCKY 13’
TO PRESTIGIOUS PLATINUM PARTNERS CLUB FOR 2010**
Fifth Year Honoring Manufacturers, Distributors

NEWTON, MA – February 22, 2011 -- A highlight of Amusement Expo 2011 in Las Vegas March 1 - 3 is certain to be the announcement Firestone Financial Corporation’s prestigious Platinum Partners for 2010. This is the fifth year that Firestone, America’s leading coin-op industry equipment finance company, has bestowed this recognition on selected manufacturers and distributors. Members of the Platinum Partners Club are chosen for their “innovation and leadership roles in the industry,” and for being among Firestone’s top clients during the prior year.

Jim Hines, Firestone’s Vice President of Sales, noted that all 2010 inductees have received this honor in the past. “We have relationships with some of these clients going back two or three decades, a dramatic illustration of how we’re here for the long term, and the bonds of trust we have built. We’re also recognizing that the leadership of these companies have not flinched in the face of a challenging economy. They chose instead to retool, rethink, and invest. And when they needed to offer financing to their customers, they came to Firestone.”

Firestone President David S. Cohen announced that a donation to the American Amusement Machine Charitable Foundation (AAMCF) in honor of the 2010 inductees will be announced at the show. He has deep roots in the industry: Since 2009, Cohen has been AAMA’s Board Chairman, and in 2007, he was named New York’s AMOA ‘Man of the Year.’

Cohen said, “Manufacturers play a vital role in the coin-op industry. They create exciting products that stimulate sales, and make machines even more attractive through innovative finance promotions in partnership with Firestone.”

He also commended distributors for providing customers with the equipment and service they need to run and grow their businesses, even in recent challenging times: “It is your salesmanship and relationships with the operators that have allowed all of us to be part of this industry.”

Since 1993, Firestone has provided over \$1 billion dollars in financing to the industry. In 2008, Firestone was named to the ‘Inc. 5,000’ list as one of the 5,000 fastest-growing private companies in the U. S. Approximately 75% of its business comes from repeat customers. Founded in 1965, Firestone also provides financing solutions to businesses in other industries requiring equipment financing, such as fitness.

Kevin Fritz, Vice President of Finance for Betson Enterprises, is a long-time Firestone distributor partner and Platinum Partners Club member. When asked about Firestone he said, "It's important to have a relationship with a lender like Firestone. Not only do they offer low interest rate loans, they also take great care of our customers. I look forward to seeing my Firestone friends in Las Vegas."

The 2010 Firestone Financial Platinum Partners Club honorees are:

AMI Entertainment Network
American Vending Sales
Brady Distributing
Ecast, Inc.
Green Coin Machine LLC
H.A. Franz & Co.
H. Betti Industries
JVL Corporation
Mountain Coin Machine Distributors
Moss Distributing
Raw Thrills
Shaffer Distributing
TouchTunes Music Corporation

Jim Hines said he looks forward to greeting industry leaders, old friends and customers as well as new acquaintances, at the Amusement Expo. "Stop by Booth # 324 and say hello.

About Firestone Financial Corp.

Firestone Financial Corp. has been financing the coin-op industry since 1965. Firestone's long-tenured team has a specialized knowledge and understanding of the amusement and vending trades, as well as equipment financing for small businesses. The company prides itself on building long-term relationships. To learn more, call 1.800.851.1001 or visit www.firestonefinancial.com.

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