



## **FOR IMMEDIATE RELEASE**

### **Media Contact:**

Chuck Lemar

Executive Vice President

978-400-1628

Chuck.L@AlliedBrandCapital.com

### **Allied Brand Services Becomes Allied Brand Capital**

KINGSTON, N.J., August 30, 2015 – Allied Brand Services, LLC, a leading specialty equipment finance company focused on the retail/wholesale petroleum and convenience store industry, announced this week it has officially changed its name to Allied Brand Capital, LLC.

Allied Brand Services has recently undertaken an extensive rebranding effort and is now marketing under its new name – **Allied Brand Capital**. “Our Company and customers will benefit from this new corporate identity,” said Mike Cerminaro, President and CEO of Allied Brand Capital. “Allied Brand Services has been a leader in specialty equipment financing since it was spun out of VP Racing Fuels in 2013.” Cerminaro continued, “The name has become synonymous with high quality, value added, integrated vendor financing solutions for fuel marketers/jobbers and dealers. We wanted a name that spoke to our customers and prospects regarding what we do – provide the capital that is the engine of growth in an industry underserved by traditional lenders.” Allied Brand Capital works closely with all the major retail petroleum brands, equipment manufacturers, fuel marketers/jobbers and dealers (where the value of financing is most appreciated – at the pump).

A new logo and marketing message has been created, which is now part of Allied Brand Capital’s corporate identity. “This name change better reflects the current and future direction of the company,” Cerminaro added. The new corporate identity signifies the Company’s transformation into a fully independent entity focused on development of creative financing solutions for the entire retail/wholesale petroleum and convenience store industry.

“We’re excited about the name change and being more directly associated with “Capital” providers. It puts us in a better position to grow,” said Chuck Lemar, Allied Brand Services EVP and Head of Loan Origination. “We leverage what we know and whom we know to provide capital to an industry that appreciates the high level of customer service we provide.” Allied Brand Capital takes the needs

of its customer seriously and provides integrated financing solutions that work for fuel marketers/jobbers and their dealers.

The Company's production of a series of educational videos addressing EMV migration and the related liability shift is an example of their commitment to their customer's <https://alliedbrandcapital.com/emv-compliance/>. Alan Cerwick, President of VP Racing Fuels commented, "Allied Brand Capital's website is a window for best practices, best equipment prices and best value. They, like us, understand the needs of the station owner and the daily issues petroleum retailers face such as EMV compliance and the stretching of every penny of margin. VP Racing Fuels gladly endorses the value Allied Brand Capital delivers to our VP-branded dealer network."

We plan to reveal a more complete view of the Allied Brand Capital brand and an updated website this month, in connection with the legal change of our corporate name. In the meantime, we wanted to provide advance notice to the change. We will continue to focus our efforts on working with equipment manufacturers to deliver unique vendor financing programs and our development efforts surrounding the provision of creative solutions to assist petroleum retailers with their EMV migration plans.

***About Allied Brand Capital, LLC***

Allied Brand Capital, LLC (ABC) is based in Kingston, NJ and has satellite offices around the country. ABC is a specialty equipment finance company focused upon the retail and wholesale petroleum industry. We also provide financing to the car wash equipment market and in support of fast food franchises, including the financing of franchise fees and related food service equipment. ABC has developed specific vendor financing solution to assist petroleum retailers with their EMV migration plans and continues to announce new equipment manufacturer/distributor partnerships.

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