



For Immediate Release

ALLIED BRAND CAPITAL BECOMES AN AFFILIATE PARTNER OF THE BRITISH PETROLEUM AMOCO MARKETERS ASSOCIATION (BPAMA)

KINGSTON, NJ, February 9, 2016 – Allied Brand Capital (ABC) is proud to announce that they have become one of the newest Affiliate Partners under the BPAMA Affiliate Member Program. “BPAMA is a powerhouse of knowledge in the petroleum marketing business and one of the most effective Associations of its kind in the petroleum industry”, said Mike Cerminaro, President of ABC. “This Program allows BPAMA fuel marketer members the opportunity to engage with high quality service providers, like Allied Brand Capital,” said Jack Allard, Executive Director of BPAMA. “The goal of creating Affiliate Partnerships is to add value to all BPAMA's Marketer members, to the Service providers who partner with us, and for the Association.”

Given the significant capital requirement's related to EMV upgrades, BPAMA Marketers are expected to benefit through special pricing on equipment financing, through network opportunities structured and designed by ABC. “These are financing programs that give BPAMA Marketers additional options for managing these expenses,” said Allard.

“At ABC, we believe working with clients, like the BPAMA Marketers, to help them tackle their business and work flow challenges, as opposed to just providing financing, is the right approach,” said Cerminaro. “When lenders only focus on financing they often miss significant opportunities to make a real difference for their clients.”

Fuel marketers and retailers have been considering how they can make their investments in EMV equipment match the cash flows of their business, rather than being exposed to a large one-time capital outlay. In response to these inquiries, ABC offers a comprehensive set of financing solutions to assist with EMV migration and other capital requirements for equipment upgrades.

ABC's innovative financing programs not only provide solutions for financing new EMV-upgraded equipment, but they also provide financing that may include the related costs of installation, freight and sales tax. In addition, the program can provide financing solutions for underground storage tanks, above ground storage tanks, bulk on-island DEF dispensing equipment, LED lighting, car wash equipment, franchise fees, food service equipment and other in-store equipment needs.

For more information on the BPAMA, please call 912-598-7939, or visit www.bpama.com

The BP Amoco Marketers Association (BPAMA) is a not-for-profit trade association representing BP branded Marketers and BP. BPAMA started as the Southern Gulf Oil Distributor's Association in 1974. The current Association and name came together in 1999 when Amoco and BP merged. Our membership has their roots with the Gulf,

Sohio, Boron, BP, and Amoco brands.

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For more information on Allied Brand Capital, please call 844-562-6001, or visit www.alliedbrandcapital.com.

Allied Brand Capital specializes in enabling small business owners to succeed by providing hassle free equipment financing in the retail and commercial petroleum industries. Working with its customers to enable them to optimize their financing and capital structures, Allied Brand Capital is a leading provider of capital equipment financing and leasing for re-imaging, EMV upgrades, UST's, LED lighting, walk-in coolers, car wash equipment, food processing equipment, franchise fees and much more.

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