

Elevate

Elevate Hires GE Executive Director Al Comeaux as Chief Communications Officer

-Seasoned communications veteran brings nearly 30 years experience to role

FORT WORTH, Texas – August 4, 2016 – Elevate, a leading provider of innovative online credit solutions for non-prime consumers, today announced the addition of Al Comeaux, who has assumed the role of Chief Communications Officer.

Mr. Comeaux brings to the role nearly 30 years of experience leading digital and online communications strategies at leading international consumer brands. Most recently, he served as an executive director of communications at two GE businesses. Prior to that, he led strategic communications efforts at Sabre, Travelocity (where he helped to launch the Roaming Gnome) and American Airlines in Europe and the U.S., after roles in public affairs and as a press secretary in Washington, D.C.

“We are thrilled to welcome Al to the Elevate team,” said Elevate CEO Ken Rees. “Al’s impressive pedigree working with both Fortune 500 firms and startup and disruptive brands, plus his deep rooted expertise in strategic and reputational management and financial communications make him a true asset to the firm. I am confident his insights and guidance will be invaluable as we continue to innovate and grow.

“In addition, following Elevate’s recent certification as a Great Place to Work, it was important to us to hire someone who brought extensive internal and external communications experience to the role, as well as an aptitude for leading people. Al’s vision and enthusiasm for thinking outside the box and winning together will allow him to serve as an ideal leader for Elevate.”

In his role, Comeaux will focus on investor relations, corporate communications, and internal communications. Comeaux’s three decades of experience leading innovative and disruptive communications campaigns will contribute to Elevate’s growing reputation as a leading global fintech company.

“Elevate has a great story to tell, given its focus on helping non-prime consumers build a brighter financial future,” said Comeaux. “I am looking forward to joining a team that feels so passionate about innovation by serving an underserved market and using my experience to bolster the growth and culture of this company. This is a truly unique organization.”

Elevate has originated more than \$3 billion in nonprime credit to 1.4 million consumers to date.

About Elevate

Elevate’s innovative online credit solutions provide immediate relief to customers today and help them build a brighter financial future. The company is committed to rewarding borrowers’ good financial behavior with features like interest rates that can go down over time, free financial training and free

credit monitoring. Elevate's suite of groundbreaking credit products includes RISE, Sunny and Elastic. The company is privately held and is backed by respected Silicon Valley venture capital firms including Sequoia Capital and Technology Crossover Ventures. For more information, visit: www.elevate.com.

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