



Elevate Appoints Greg Hall as Chief Marketing Officer

FORT WORTH, Texas – August 11, 2015 – [Elevate](#), a leading provider of online credit solutions for non-prime consumers, today announced the appointment of Greg Hall to Chief Marketing Officer. Mr. Hall, who previously served as Executive Vice President of Marketing for Elevate, will oversee brand management, marketing and advertising programs to continue to boost the visibility of the company's suite of solutions.

Mr. Hall assumes the role of CMO with a track record of leading successful television advertising campaigns for Elevate's products, while also enhancing the performance of direct mail and online marketing initiatives to build recognition of the company's brands within their respective markets.

"Greg has played an integral role in driving awareness for Elevate's brands with campaigns that build meaningful connections with our audiences," said Ken Rees, Chief Executive Officer of Elevate. "I have no doubt that he will continue to successfully broaden Elevate's brand awareness and strengthen our position as the leader in forward-thinking credit solutions for non-prime consumers."

Prior to his position as Executive Vice President of Marketing, Mr. Hall served as Senior Vice President of Marketing at Elevate. He previously held roles at Capital One Auto Finance, HSBC Auto Finance and the Boston Consulting Group.

"I am excited for this new challenge and look forward to taking Elevate's marketing initiatives to the next level as we seek to drive greater brand visibility within the non-prime credit market," said Hall. "Elevate's dedication to both innovation and our customers' well-being is reflected by the demand for our solutions and is woven into all of our marketing efforts. I am eager to work with my colleagues to continue raising the bar for reaching this important consumer base with responsible, tech-enabled credit offerings."

Mr. Hall is based in Elevate's Fort Worth, Texas headquarters. He will join Elevate's Executive Team and continue to report to Jason Harvison, Chief Operating Officer.

About Elevate

Elevate's innovative online credit solutions provide immediate relief to customers today and can help them build a brighter financial future. The company is committed to rewarding borrowers' good financial behavior with features like lower interest rates, 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.

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