



ELEVATE SEES STRONG MARKET DEMAND AND INNOVATION IN FIRST YEAR OF BUSINESS

Launches new financial wellness tools and ad campaign for RISE installment lending solution

FORT WORTH, Texas – May 21, 2015 – Elevate, a leading provider of innovative online credit solutions, marks its one year anniversary having extended approximately \$500 million in credit to 224,000 customers since May of 2014. The company has seen significant market demand for its suite of online credit solutions and is announcing several innovative new features and a new marketing campaign for *RISE*, Elevate's state licensed installment loan product.

“Middle class Americans are being left behind due to a void in transparent and responsible credit options for borrowers with subprime credit scores,” said Ken Rees, CEO, Elevate. “Elevate is here to serve this important customer base, with products that meet their needs today coupled with tools that can move them beyond the cycle of subprime borrowing and toward a healthier credit profile.”

Elevate has launched a refresh of the *RISE* website, featuring more robust financial wellness tools. The new site includes videos, interactive tools, a glossary and Q&A content to help consumers understand important financial basics like budgeting, building good credit, managing debt, getting started with saving and more.

Since launching, approximately 43,000 *RISE* customers have enrolled in the existing educational tool, Credit Score Plus, a free credit monitoring product offered through TransUnion®. Sixty-two percent of *RISE* customers have seen their rates go down over time as a result of positive payment behavior, demonstrating a desire to use credit products responsibly and as a way to improve their financial standing over the long term.

“As we reflect on Elevate’s first anniversary, we are excited to enrich the financial literacy tools and content we offer with a focus on addressing some of the most elemental, yet often misunderstood, aspects of managing personal finances,” said Rees. “Our goal is to increase positive outcomes for our customers and partner with them on their path toward financial wellness.”

Elevate also continues innovating its products to better address the needs of consumers across the subprime credit spectrum. The company now offers the industry’s first risk-based pricing model for *RISE*. The changes simplify and expedite how customers’ rates go down over time, enabling borrowers to get lower rates by making continuous, on-time payments. Most customers will see their initial APR drop by 50 percent after 24 monthly payments, and to 36 percent after 12 additional monthly payments, depending on the state.

RISING Up

Along with the launch of new product features and financial wellness content for *RISE*, Elevate is also mounting a new television advertisement campaign for the product. Featuring an eye-catching mix of live-action and animation, the TV commercials bring to life the simple, quick relief *RISE* offers those struggling with unexpected bills. *RISE* worked with renowned director and illustrator Rami Niemi to

produce a distinctive style of animation that captures the optimism and progression of its new tagline, "Tomorrow's Looking Up." The new ads will air in all 15 states where *RISE* is currently available.

"Elevate's impressive growth over the course of one year is reflective of the strength of our brand portfolio and the unique customer niche our credit solutions serve," added Rees. "This new campaign for *RISE* reflects our customers' hopefulness and drive to better their financial circumstances. We are proud of our industry-leading approach to marketing, and will continue investing in programs that maximize the impact of our distinctive brands and support further growth across our suite of products."

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 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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