



ELEVATE HIRES REX L. NORTHEN AS SENIOR VICE PRESIDENT OF PRODUCT

Industry Leader to Continue Growing Elevate's Financial Services Products

FORT WORTH, Texas – January 15, 2015 – [Elevate](#), the leading developer of innovative online credit solutions, today announced Rex Northen as Senior Vice President of Product and General Manager of Elastic.

In this role, Mr. Northen will be responsible specifically for overseeing the company's Elastic offering. [Elastic](#) is a bank-issued line of credit that provides borrowers with a better way to manage their financial needs, priced at a quarter of the cost of other real world alternatives. Customers have zero costs when they draw on their funds, can choose what amount to borrow when they need it and pay it back on their own terms.

"We are thrilled to welcome Rex as the latest addition to our senior team," said Ken Rees, Chief Executive Officer of Elevate. "His expertise in growing financial services for the New Middle Class will help guide Elastic to the next level."

Prior to joining Elevate, Mr. Northen served as Group President of MoneyGram International, where he was responsible for overseeing MoneyGram's financial paper products as well as bill payment and money transfer revenue generation from the banking channel. Before that, he served as Vice President of Strategic Accounts at Walmart. He also served as Vice President of BOK Corporation within the Retail Division as well as Vice President of Sales at GE Consumer Finance - CashWorks.

"I am very excited to join the Elevate team and to be part of the creative new solutions the company is developing for its customers," said Mr. Northen. "Elevate is a leader in the space and I look forward to contributing to the company successfully offering the best, most innovative lending solutions in financial services."

Mr. Northen graduated from The University of Texas at Austin with a Bachelor of Business Administration.

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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