



LEASEQ ESTABLISHES LEADERSHIP AS LEASING SOLUTIONS PROVIDER TO FITNESS INDUSTRY WITH MAJOR CUSTOMER MILESTONE

Exercise Systems Inc. Signs on as 100th Fitness Equipment Dealer

PRESS CONTACT:

Emily Quirk, Matter Communications

leaseq@matternow.com or 978-518-4501

WOBURN, Mass. – July 17, 2013 - [LeaseQ](#), one of the leading providers of equipment leasing and financing in the United States, announced it has achieved a significant customer milestone recently by signing Exercise Systems Inc. of Orlando, Fla. as its 100th fitness equipment dealer.

LeaseQ provides fitness equipment financing in two ways: First commercial gyms, hospitals, municipalities, schools, apartment complexes, hotels and any business seeking exercise equipment financing can go directly to LeaseQ and get instant quotes from leading leasing companies. But LeaseQ's second and primary focus is providing fitness equipment dealers and manufacturers with a cloud-based platform that instantly matches their customers with the right leasing partners, finance and credit options. This seamless time- and cost-efficient method for streamlining and purchasing equipment avoids the hassle of dealing with multiple applications and sales reps, and provides business owners with the equipment they need in a much faster and easier way.

LeaseQ has established its reputation in the fitness industry as the go-to solution for helping match dealers with lessors and Exercise Systems Inc. joins the company as another important partner for providing those seeking fitness equipment with exactly what they need.

Exercise Systems Inc. President John Young said they're looking forward to working with LeaseQ to offer its customers the fast and thorough service they've come to expect. With more than 25 years in the commercial fitness industry, Exercise Systems Inc. becomes the 100th fitness dealer to take advantage of the LeaseQ platform so that it is easier than ever before to purchase the full range of cardio, strength training and fitness equipment accessories available to customers.

"Signing Exercise Systems Inc. as our 100th fitness dealer is a huge milestone that we are especially proud of and it represents approximately 25 percent market share by number of dealers," said Cory Damm, vice president of client services at LeaseQ. "Our leadership in the fitness industry is evidenced by the growing list of dealers and manufacturers who choose to work with us and serves as proof that we are fast becoming the de facto standard as a finance solutions provider to fitness equipment dealers and manufacturers. LeaseQ's unique value proposition adds a sales tool never before available in helping dealers sell more equipment, faster."

Equipment dealers and manufacturers turn to LeaseQ to provide their customers an easy and fast way to get the best rate on equipment leasing. With one application LeaseQ provides a number of sales tools including web page widgets which allows customers to self-obtain lead generation reports, sales tracking on leasing leads, and best of all, instant finance quotes so sales reps can talk about monthly costs versus total costs. At the end of the day it's about great customer service and getting more customers approved for financing.

LeaseQ is the only source for instant leasing quotes from leading finance companies and the fastest and safest way to lease equipment. LeaseQ's proprietary comparison shopping and underwriting platform is a cloud-based SaaS solution that: 1) helps businesses looking for equipment financing to find the best leasing plans and rates; 2) allows dealers to get rates instantly so they can close sales while a prospect is still in the dealership; and 3) enables leasing companies to generate instant quotes and 4) generate more cost effective qualified leads.

For more information visit <http://www.Leaseq.com>.