



CENTUM mortgage brokers to offer easyhome's unsecured consumer loans: a mortgage industry first

VANCOUVER, B.C. and MISSISSAUGA, ONT. (April 29, 2014) Centum Financial Group Inc. ("CENTUM"), the leading mortgage brokerage network in Canada, and easyhome Ltd. ("easyhome"), the Canadian leader in providing goods and financial services to the cash and credit constrained consumer, today announced that participating CENTUM offices across Canada can now offer easyhome's unsecured loans to consumers. These loans are provided by easyfinancial, the consumer lending arm of easyhome. Consumers can use these open flexible loans, which are repayable at any time without penalty, for such things as home renovations, car repairs, managing day to day bills or to improve their credit score.

CENTUM is the first, and only, mortgage brokerage network to offer easyfinancial's flexible unsecured loans to its clients. Approved consumers can receive unsecured term loans from \$1,000 to \$5,000 within 24 hours of completing an application. The loans are repayable over terms ranging from 12 to 36 months but the consumer may choose to repay at any time without penalty. The loans broaden the range of financial solutions offered to clients by their trusted CENTUM mortgage broker. The geographic reach of the CENTUM mortgage centres greatly increases the consumer access to the easyfinancial loan product.

"We have always tailored mortgage options to each client's specific needs, to provide them with the best value," said Paul Therien, CENTUM's Vice President, Operations. "We are excited to offer a loan product that's different: a fast and flexible solution to fit each lifestyle and budget. We believe that the loans provided by easyfinancial will assist CENTUM's clients in achieving their financial objectives faster."

"The breadth and depth of the CENTUM network and the close relationships they have developed with their clients provides us with a new and innovative way to offer our financial products and services to a new customer group," said Jason Mullins, Senior Vice President Operations, easyfinancial. "We are excited to announce CENTUM as a partner in our indirect lending platform."

Centum Financial Group Inc. is the leading Canadian network of independently owned and operated mortgage broker firms in Canada with 260 franchised mortgage centres and more than 2,700 mortgage professionals. CENTUM is focused on providing mortgage professionals with unique, valuable services to support their business and ultimately their clients' best interests. For more information, visit www.centum.ca.

easyhome Ltd. is the Canadian leader in providing goods and financial services to the cash and credit constrained consumer. easyhome Ltd. serves its customers through two key operating divisions, easyhome Leasing and easyfinancial. easyhome Leasing is Canada's largest merchandise leasing Company, offering top quality, brand-name household furnishings, appliances and home electronic products to consumers under weekly or monthly leasing agreements through both corporate and franchise stores. easyfinancial is a leading provider of consumer loans as an alternative to traditional banks and payday lenders. easyhome Ltd. is listed on the TSX under the symbol 'EH'. For more information, visit www.easyhome.ca.

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