



## **Versatile Credit and Genesis Credit Partner to Offer Secondary Credit for Consumers Making Large Retail Purchases**

*Partnership focuses on furniture and jewelry retailers*

**Mechanicsburg, Pa. – September 16, 2014** – Versatile Credit, the leading provider of innovative solutions linking lenders with consumers applying for credit in retail stores, today announced a partnership adding Genesis Credit, powered by Genesis Financial Solutions, as a secondary lending platform through Versatile’s self-service credit ecosystem. Versatile Credit is a business unit of Versatile Systems Inc. (TSX Venture Exchange: VV).

The Versatile Credit kiosk solution, used in thousands of retail locations throughout North America, seamlessly transitions in-store credit applications denied by a primary lender to a secondary lender.

“Genesis Credit delivers exceptional customer service alongside its customer credit solutions,” said Rob Meyer, executive vice president product and marketing at Versatile Systems. “We know that adding access to second-look lenders such as Genesis Credit reduces credit denials by up to 40 percent, increases sales and drives more revenue for our customers.”

“The Versatile Credit team values a positive customer experience as the way to increase sales just as we do,” said Patrick Moore, chief operating officer at Genesis Financial Solutions. “This partnership brings Genesis’ industry-leading consumer products to retailers that prefer the self-service kiosk model and creates opportunity for both companies to satisfy more retailers and consumers.”

Retailers using the Versatile Credit solution typically see a 20 percent rise in credit applications with an increase in retail transaction size of over 15 percent. The application process using a Versatile Credit in-store kiosk is private, secure, quick and easy to complete. Credit decisions are returned in seconds. Since 2007, consumer applications using the Versatile Credit ecosystem have resulted in more than \$7 billion in approved credit.

Versatile Credit’s ecosystem includes leading lending partners, software and services, stylishly designed hardware and engaging visual content that deliver an exceptional consumer experience driving more credit applications, more approvals and more sales. It offers a perfect solution for retailers with customers needing additional credit to make large retail purchases across a wide range of markets, especially in the furniture, flooring, mattress, jewelry, automotive and electronics stores.

**About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. provides access to financing for consumers with non-prime credit through partnership with educational institutions, retailers, and healthcare organizations that want to serve more customers while increasing sales. With over 13 years of acquiring, originating and servicing consumer credit, Genesis Financial Solutions has earned a strong reputation among consumers and partners by offering attractive terms, competitive rates and exceptional customer service. For more information, please visit <http://www.genesis-fs.com/>.

**About Versatile**

Versatile is a multi-disciplinary technology company with solutions across the mobile, digital signage, IT infrastructure, software and hardware landscape. The company's products are utilized by Fortune 500 companies, leading financial institutions and large and small retail organizations. For more information, please visit [www.versatilecredit.com](http://www.versatilecredit.com) and [www.versatile.com](http://www.versatile.com)

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