

For Immediate Release

Element Financial Completes Acquisition of Alter Moneta

Toronto, Canada – August 18, 2011 – Element Financial Corporation announced today that it has completed the acquisition of substantially all assets of Alter Moneta, an established Montreal-based equipment leasing organization. The transaction was completed on Wednesday, August 6th, 2011. The details of the transaction were not disclosed.

As previously announced on August 3, 2011, the transaction further strengthens Element Financial's market leadership in equipment financing in Canada allowing it to support equipment manufacturers, distributors and clients in all regions across the country.

About Element Financial

Element Financial Corporation is Canada's fastest growing equipment finance company. It provides equipment financing to clients across Canada in the transportation, construction, manufacturing, commercial, healthcare and golf course industries. Although currently focused on the Canadian market, Element Financial aims to become one of North America's premier leasing companies by building on its core verticals and providing asset-based financing to its rapidly growing North American clients.

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