



News Release

For Immediate Release

Major Financing for Element Financial Creates Strong Player to serve equipment financing needs of Small and Medium Sized Canadian Businesses

Toronto, Canada – April 11, 2011 – Steven Hudson, CEO of Element Financial Corporation (“Element” or the “Company”), announced today the signing of a \$75 million equity private placement in the equipment leasing company. Element has been founded by four industry-leading partners; Steven Hudson, CEO; Jim More, SEVP; and Managing Directors Steve Sands and Todd Hudson. This senior management team has over 75 years of cumulative equipment finance experience.

“This transaction positions Element to aggressively expand in the underserved equipment financing business targeted to small and medium size enterprises (SMEs) seeking expansion capital”, said Steven Hudson.

This infusion of capital will also greatly enhance Element’s ability to serve the customers of equipment vendors, manufacturers and distributors across Canada. The Company has expanded significantly over the past 12 months, increasing its monthly originations six fold during this period.

The private placement was managed by Barclays Capital and GMP Securities. It was oversubscribed and increased from an initial offering of \$50 million to \$75 million. The Company plans on going public by early 2012.

Bruce Rothney, President and Country Head of Barclays Capital, said “We were delighted to work with Element Financial on this very successful offering. We are excited by the prospects for Element Financial, and the team that has been assembled. We look forward to supporting Element as it grows rapidly over the coming years.”

"Providing support for outstanding entrepreneurs throughout the life cycle of their companies is a cornerstone of GMP's franchise", said Neil Selfe, Managing Director, Investment Banking at GMP Securities. "We were pleased with the outcome of this financing and look forward to supporting Element as it embarks on the next phase of its' growth trajectory."

Element focuses on equipment financing in the industries of transportation, construction, industrial, healthcare and golf. Its average transaction is generally between \$50,000 and \$1,000,000. Element’s superior access to capital, extensive relationships, highly experienced and large in house sales team, rapid response time, and creative structuring approach gives the company strong competitive advantages.

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