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Contact: Dakota Shultz
Phone: (312) 371-4104
Email: Dakota@AgencyThreeSixty.com

FUNDING STOP RECEIVES \$90M IN FUNDING REQUESTS FROM ILLINOIS VIDEO GAMING MARKET HOPEFULS

Niche Market Experience and Customized Financing Solutions to Define Burgeoning Market

Burr Ridge, IL (August 24, 2009)—Mere days after announcing their strategic partnership with American Vending Sales, Inc., THE FUNDING STOP, LLC has received applications for over \$90,000,000 in funding requests from businesses hopeful to become video gaming terminal (VGT) operators in Illinois. The bill legalizing VGTs in the state was signed into law barely one month ago by Governor Pat Quinn, and since then businesses and individuals have been positioning themselves to participate (with necessary licensing by the Illinois Gaming Board) in the state-regulated industry estimated to operate at the \$1 billion threshold.

“This is an incredibly exciting time for people wanting to get into this market, but a critical time too,” explains Ed Colomb, president of THE FUNDING STOP, and 20-year veteran of the Louisiana VGT market. “There are incredible long-term opportunities for making a good business in video gaming, and the smart ones are asking the right questions and looking for flexible and creative financing options that cover their start-up costs and also capitalize the most return over the long-term.”

THE FUNDING STOP was formed largely out of Colomb’s experience in partnership with proven leaders in the Illinois gaming market. Of the financing institutions already active in the market, THE FUNDING STOP has successfully positioned itself as the one-stop shop for dynamic funding solutions. “I think we beat the competition because we have a different market view and we’ve had direct and specific experience in how video gaming businesses will quickly grow,” says Colomb. “The last thing small businesses need—and video gaming is absolutely a small-business market with immediate economic benefits for the local community—is an investment partner today that they won’t need tomorrow!”

Given the current lending market, would-be operators are looking for custom-designed financing options. Those with good credit have the opportunity to get the best offers from lenders, and those with less-than good credit are seeking the non-traditional alternatives by necessity. THE FUNDING STOP offers the full-array of traditional and non-traditional options with 36-48-60-month terms across comprehensive capital models. Additionally their programs are based per location, so operators aren’t forced to collateralize their future growth.



“We’re not looking just at your current financial picture but what you’ll look like in 5 years,” says Colomb. “And we’re not looking to own your business as investors or partners. I can easily understand the inclination to bring on partners waiving fistfuls of cash, because everyone wants to be a part of this game.” Video gaming terminal markets can average investment returns of 17-25% over 5 years and typically bare a default risk as low as 2%. “An anecdote that people quickly understand is the true story of a guy who sold a large interest in his video poker company for one million dollars for machine and development capital; that company is now worth over \$50 million! So I tell people: let rate be your partner!”

Though the Illinois Gaming Board is still determining the final rules, regulations and total machine allowance for the market, the Illinois law stipulates that no operator can control over 5% of the market, and no host establishment can have more than (5) machines. Conservative estimates are for start-up costs of a \$100,000 per location.

ABOUT THE FUNDING STOP

Based in Burr Ridge, IL with additional sales offices in New York and New Orleans, THE FUNDING STOP provides flexible equipment financing programs and innovative sources of capital to help all video gaming terminal operators compete and grow. With nearly two decades of niche experience in the video gaming marketplace THE FUNDING STOP can design and redesign financial solutions for every type of slot route project.