

PRESS INFORMATION

Fulcrum Acoustic Announces Innovative Leasing Plan

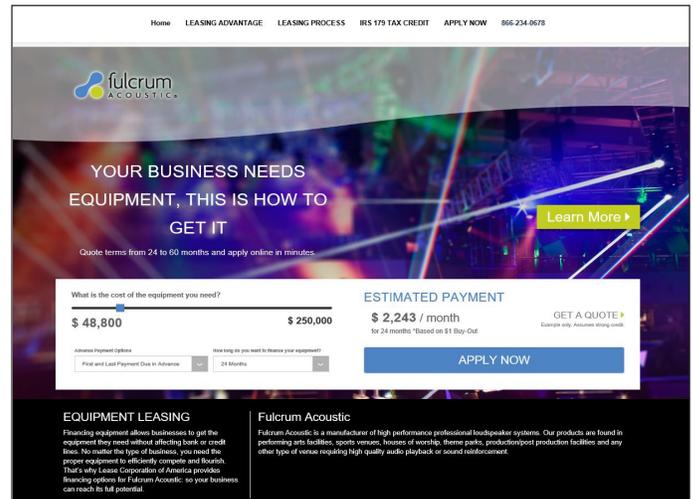
Rochester, NY ... Fulcrum Acoustic, creators of high-performance professional loudspeaker technologies, have announced the availability of a new leasing program designed exclusively for sound professionals and their customers. The new lease-to-own equipment financing plan, offered through Leasing Corporation of America (LCA), empowers systems integrators with fast approvals on dependable financing for design-build projects.

Fulcrum's new leasing program is ideal for many AV projects including houses of worship, night clubs, or performance spaces, as well as production companies needing to expand their inventory. With no payments for 90 days, the program enables integrators to conserve working capital while consolidating all project expenses into a single monthly payment.

Leasing offers a number of attractive financial benefits to both integrators and end users. Financing a system over time means lower upfront costs, with payment structures that match cash flow or business cycles, and low-cost end of lease options. And for many end users, lease payments may be tax deductible.

"We are thrilled to be able to offer our customers the ability to lease their new systems," remarked Fulcrum Acoustic President Stephen Siegel. "For owners, this new program will provide the capital to fund their projects fast and easily. For many small to mid-sized venues, it will enable them to upgrade their systems and draw larger audiences. Houses of worship will be able to replace aging systems and improve their sound. It's a win for everyone."

Leasing Corporation of America is among the nation's largest institutions specializing in AV financing for systems integrators, dealers, and manufacturers. LCA offers a simple application process and the fastest available financing, with approvals in hours for amounts up to \$150,000, and under two days for higher amounts. Leases of 12 to 16 months are available at competitive rates, with a variety of buy-out plans at the end of the lease. For more information on Fulcrum's new leasing program, go to <http://mylease.leasecorp.com/fulcrumacoustic>.



The screenshot shows the Fulcrum Acoustic website's leasing calculator. At the top, there is a navigation bar with links: Home, LEASING ADVANTAGE, LEASING PROCESS, IRS 179 TAX CREDIT, APPLY NOW, and 866-234-0678. The main content area features the Fulcrum Acoustic logo and the text: "YOUR BUSINESS NEEDS EQUIPMENT, THIS IS HOW TO GET IT". Below this is a "Learn More" button. A calculator section asks "What is the cost of the equipment you need?" with a range from \$48,800 to \$250,000. It also displays an "ESTIMATED PAYMENT" of \$2,243 / month for 24 months. A "GET A QUOTE" button is present. Below the calculator is an "APPLY NOW" button. At the bottom, there are two columns of text: "EQUIPMENT LEASING" and "Fulcrum Acoustic".