

NEWS RELEASE

For Immediate Release
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BlueYield Selects Silver Sword to Expand Distribution of Innovative Auto Loan Product Suite *Products shift considerable power to auto loan borrowers*

NEWTON, Mass. (Nov.10, 2010)—Silver Sword Capital Partners, an independent sales and marketing firm specializing in developing innovative and efficient financial services partnerships, has been selected by BlueYield, an automotive lender exchange, to expand the distribution of the BlueYield consumer automobile loan platform. BlueYield gives car buyers an unprecedented opportunity to get the most affordable automotive loans or auto refinance loans from a broad range of lenders.

The automotive loan industry is a \$1 trillion business, and despite well documented problems during the recent financial downturn it continues to thrive. However, higher rates and stricter lending procedures have created problems for large numbers of would-be borrowers. As a result, many of these consumers feel compelled to use dealer financing—almost always a more expensive option.

To combat these issues, BlueYield offers a broad range of auto loan solutions, including extensive market research to find competitive lenders and appealing refinancing solutions. The BlueYield technology instantly matches lenders and buyers, shifting the power of the auto loan search to the consumer.

BlueYield has joined forces with Silver Sword Capital Partners, which will use its wide-ranging distribution channels—i.e., banks, credit unions and affinity partners—to promote the new product.

“The BlueYield technology helps people who want to buy cars do it for considerably less money,” said Michael MULLOWNEY, a managing partner at SSCP. “In a variety of creative ways, it transfers power from auto companies, dealerships and banks to consumers. Consequently, many car consumers can save thousands of dollars over the life of their loans.”

Specifically, MULLOWNEY said, many borrowers can enter a dealership with financing in hand, helping them manage an often stressful exchange with new levels of confidence.

“We are very pleased to have Silver Sword help us bring the BlueYield platform to auto loan consumers,” said BlueYield CEO Jeff Danford. “By leveraging Silver Sword’s comprehensive existing network and infrastructure, we will expedite the process of securing affordable auto loans for borrowers—all over the country. The product will enable car buyers to find loans they can live with, while a host of other people will have the ability to refinance existing loans and reduce their monthly car payments.”

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