

FOR IMMEDIATE RELEASE

Kester and Bennie Start Latitude Equipment Leasing

Marlton, NJ – Leasing industry veterans Gary Kester and Mike Bennie are pleased to announce that they have formed a commercial equipment leasing company, **Latitude Equipment Leasing, LLC**. Mr. Kester is the former Senior Vice President and Chief Credit Officer at Marlin Leasing Corp., as well as one of the founders of the company. Mr. Bennie is the former Vice President in charge of Marlin’s Broker Services division. Both were instrumental in the growth and success of Marlin from a startup through its IPO.

“We have been greeted with enthusiastic response from potential investors and employees. The company is in the final stages of raising capital and developing policies, and we expect to open our doors in early September ready to service customers” quotes Kester.

“Small, independent equipment dealers are clearly underserved. They are frustrated by the level of service they receive from larger leasing companies that are driven by volume, yield and credit without regard for the actual needs of their customers. We feel that we will bring a fresh approach to the marketplace, an approach that larger funders have forgotten” quotes Bennie.

With the imminent completion of its sales and management teams, Latitude feels strongly it will add a new level of common sense to the process of originating equipment leases. “After all,” states Kester, “the definition of Latitude is *‘freedom from narrow restrictions; freedom of action and opinion’*. With the experience of our management team that is exactly the value that Latitude Equipment Leasing plans on providing to both our customers *and* employees.”



For further information about **Latitude Equipment Leasing** please email Gary Kester at gkester@latitudeleasing.com or Mike Bennie at mbennie@latitudeleasing.com.