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For Immediate Release

Jeff Hayes Joins Latitude Equipment Leasing

Marlton, NJ, October 22, 2009 - Jeff Hayes has joined Latitude Equipment Leasing as a Territory Manager, and will work out of a newly established sales office in New Albany, Indiana, a suburb of Louisville, KY. Jeff has spent the past nine years involved in commercial finance, including owning and operating two online financial service businesses.

Jeff plans on leveraging his strong background in technology, along with Latitude's wide array of leasing programs, to provide superior service to his vendors. "Latitude's experience in putting vendor programs together, along with their knowledge of the computer and technology markets, makes this a perfect fit for me," states Jeff. "I am looking forward to taking advantage of the tools that Latitude has available for me."

"I have known Jeff for quite some time, and we are extremely pleased to have him join the Latitude team," states Duane Rouba, one of Latitude's principals. "Jeff's knowledge of the technology market fits in well with our overall mix of business, and we look forward to helping Jeff grow his business substantially."

About Latitude Equipment Leasing LLC.

Latitude provides mid- and small-ticket equipment leases and niche financing services to clients throughout the US. Latitude is known as a leader in Vendor Leasing programs by providing superior responsiveness and client service levels. The principal partners of **Latitude Equipment Leasing** each have well over 20 years of successful experience in leading and operating leasing companies. The company operates a Headquarters location in Southern New Jersey, a Sales Office in Northern New Jersey, and 28 field offices throughout the United States. More information regarding the firm can be found on their interactive web portal www.latitudeleasing.com.

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