



FOR IMMEDIATE RELEASE



Travelers Acceptance and Audio Video Unlimited introduce affordable Consumer Finance Program for Canadian Consumers.

Vancouver, British Columbia January 27th, 2009 Travelers Acceptance Corporation is pleased to announce our expanded entry into the consumer lending space at a time when more and more retailers are experiencing difficulty finding partners to finance this ever-important sector of the Canadian economy. "While many companies are getting out of the consumer financing arena in Canada, we are growing and expanding. Our most recent partnership with Audio Video Unlimited demonstrates our ongoing and long term commitment to the Canadian Retail Industry" said Scott Weber, Director of Consumer Durables Finance.

Audio Video Unlimited is the first major Canadian electronics retailer to embrace the concept of augmenting their method of payment strategy with affordable payment marketing and pricing that will complement its existing private label credit card program. Jim Orr, President of Audio Video Unlimited said, "We are very pleased to partner with Travelers for our consumer finance needs. This program will give us the ability to structure finance solutions that fit our client's requirements allowing them to leave with the products they desire. We look forward to a long and beneficial relationship with Travelers Acceptance."

The program is designed to offer, affordable no interest equal monthly payments for as long as 60 months. Utilizing Travelers proprietary technology platform Crelogix, Sales Associates are able to instantly, quote, structure, print and close installment loan transactions where the payment will suit the consumer's individual monthly budget.

About Audio Video Unlimited: Please contact Jim Orr at 604-522-5400 or visit: www.avu.ca/.

About Travelers: Travelers Acceptance Corporation has been engaged since 1974 by businesses to arrange, structure and fund unique indirect consumer financing solutions across a wide range of industries including consumer durables retail, automotive aftermarket, automotive repair, vacation ownership, tuition, healthcare, membership, power products and home improvements. Travelers consults with its client partners to create term financing programs that attract and retain more clients, close more sales, and increase overall profitability. For more information about Travelers Consumer Finance visit www.travelersacceptance.com or contact Scott Weber at 800-667-6640 Ext 2408 sweber@travelersacceptance.com.