



FOR IMMEDIATE RELEASE



## **Arne Hassel-Gren Joins Travelers Acceptance to lead the Membership Finance Business**

**Vancouver, BC February 10, 2009** Travelers Acceptance Corporation is pleased today to announce the addition of Arne Hassel-Gren to its Management Team. In this newly created position reporting to President and Chief Executive Officer, Karl E. Sigerist, Mr. Hassel-Gren is Director for Travelers Membership Finance business.

His appointment is in response to the robust growth in the number of strategic partners who have embraced the benefits of using Travelers Membership Finance to grow their businesses. Working from Victoria, British Columbia Arne Hassel-Gren is responsible for creating, developing and supporting new and current partnerships within the membership marketplace in Canada. Arne works closely with membership providers to increase the business partners' sales, cash flow and bottom-line profits with point of sale provision of consumer focused financing programs from Travelers Acceptance.

Travelers Acceptance Corporation President and Chief Executive Officer, Karl E. Sigerist said, "Arne is a highly successful senior-level manager with over twenty years experience in corporate sales and marketing management in the hospitality, entertainment, and corporate service sectors. I am so very pleased to be working with Arne as part of The Travelers Team. Arne is an invaluable business development resource for our partners."

Mister Hassel-Gren responded "Of course, I am elated to have the opportunity to join Travelers. I look forward to helping our clients achieve their business objectives and strengthen our relationships and bringing to the Canadian Marketplace the advantages inherent in the Travelers program."

Prior to joining Travelers Arne Hassel-Gren most recently held progressively more responsible positions in sales and regional management at Duocom Canada of Vancouver. Arne's background also includes management, marketing and sales experience with several firms located in Los Angeles California and London England. Arne is a native of British Columbia with a broad education in Business from schools in Europe and Canada.

Travelers Acceptance Corporation has since 1974 been engaged by businesses to arrange, structure and fund unique indirect consumer financing solutions across a wide range of industries including tuition, automotive aftermarket, vacation ownership, healthcare, membership, consumer durables, 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

" HYPERLINK "<http://www.travelersacceptance.com>" <http://www.travelersacceptance.com>".