



FOR IMMEDIATE RELEASE

## Travelers Consumer Finance Appoints Cindy White Director of Marketing

**VANCOUVER, BC – February 1, 2005** – Travelers Acceptance Corporation is pleased to announce the appointment of Cindy White as Director of Marketing based in Mississauga. Ms. White reports directly to Senior Vice President and Chief Operating Officer, Karl Sigerist, Jr.

In this position Ms. White is responsible for developing strategic, industry-specific alliances and partnerships while implementing technological and operational enhancements for delivery of client centric services across Canada and the United States

As a financial services professional with over 20 years experience, Cindy has forged a leadership role within the corporate banking, leasing and mutual funds industries.

"Cindy White's organized and results-oriented approach, coupled with her unique ability to build consensus, has gained her recognition as an innovator in the consumer focused financial services industry. We welcome her expertise to our management team", said Mr. Sigerist.



Ms. White added, "My primary focus is on developing supplier/vendor relationships using a solutions-oriented strategy. I use a customer care approach to build a strong foundation for mutually beneficial and long lasting corporate alliances. I see my role at Travelers as an opportunity to implement operational, strategic and technological improvements in support of Travelers continued growth and success in the consumer finance industry".

Cindy White's career has included key roles in the industry including Partner with Meadow Group Consulting, Director with Mortgage Intelligence, various positions with CIT, formally Newcourt Credit Group including National Sales Manager, Manager, Marketing and Program Development and Manager of Event Planning and Information Services, as well as positions with First City Trust including Manager, Branch Operations and Assistant Manager, Sales and Service.

*Travelers Financial Group is a leader in the provision of financial solutions and services to organizations, dealers, consumers, vendors and financial intermediaries in Canada. Travelers focuses on providing financial choice and the generation of value through the application of experience, service and innovation.*

*"Travelers Acceptance Corporation, a unit of Travelers Financial Group, provides solutions and services specifically tailored to vendors of consumer products and services - including education, automotive aftermarket and repair, timeshare, renovation and real estate acquisition loans, elective dental and cosmetic surgery procedures, memberships and power products. For more information about Travelers Financial Group visit [www.travelersfinancial.com](http://www.travelersfinancial.com)*