



FOR IMMEDIATE RELEASE



## **Michel Rivest joins Travelers Acceptance, Power Product division**

**Burnaby, BC, October 14<sup>th</sup>, 2009** Travelers Acceptance Corporation announces the appointment of Michel Rivest as Regional Sales Manager – Eastern Canada to lead its Power Products / Power Sports finance business in Quebec and the Atlantic provinces.

Most recently Michel was Director of Business Development for Wells Fargo. Michel was directly involved in managing Power Product dealer network for Wells Fargo and with Chrysler Credit in Asset Management.

Michel's immediate mandate will be to recruit, select and hire an Eastern team of industry experts to create superior financial solutions for the numerous Power Sports / Power Products Dealers, Distributors and Manufacturers who are seeking to increase their sales, cash flow and bottom-line profits in the region.

Michel welcomes his new challenge to lead and create a team in eastern Canada: "I am very happy to have this opportunity return to the Power Product industry and help dealers increase their sales and profitability." states Michel. "Given the current state of the industry, it is wonderful to be able to introduce a Canadian financing company to the Canadian dealers."

**About Travelers:** 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. Crelogix is travelers proprietary automated loan adjudication and document processing system providing participating partners with real-time payment calculation, credit grading, contract compliance, loan status and portfolio reporting. For more information about Travelers Consumer Finance or Crelogix visit [www.travelersacceptance.com](http://www.travelersacceptance.com) or [www.crelogix.com](http://www.crelogix.com).

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