



## Walls Windows Furnishing Association Forms Alliance with Travelers Consumer Finance To Expand Benefits to Members of WWFA And Canadian Consumers

**Vancouver and Toronto, September 24, 2007** Travelers Acceptance Corporation and The Walls Windows Furnishings Association (WWFA) are pleased to announce the formation of a strategic alliance to provide association members with the benefits of Travelers Consumer Finance initiatives at the consumer point of sale.

This partnership provides Windows Walls Furnishings Association members, whether manufacturers, distributors, retailers, or decorators, the ability to introduce through their supply channels, flexible no-hassle finance solutions for their Canadian consumer customers.

“Members of the WWFA provide quality interior decorating products and services to Canadians, serving their needs efficiently and with integrity”, said Karl Sigerist, Senior Vice President and Chief Operating Officer for Travelers. We are confident that the friendly, convenient and accessible financing for which Travelers has gained industry recognition will enhance the reputation of the WWFA and assist WWFA members to grow their businesses with the highest standard of service, professionalism and customer care.”

Dennis Mascall, Executive Vice President for the Walls Windows Furnishings Association responded, “I am pleased that through our alliance with Travelers, the WWFA has added yet another value add for its membership in the form of the Travelers Finance Program. The Travelers team is committed to introducing, training and assisting our members about the advantages of offering the financing option to their clients for a competitive advantage. We continue to strengthen the ability of our members to develop and promote our industry with innovative programs. Our relationship with Travelers promises to positively impact and grow our members’ businesses by making more high quality products and services available to Canadians”.

*The Walls Windows Furnishings Association (WWFA) is a Canadian not-for-profit trade association dedicated to the Supply & Service of the interior decorating / design business for suppliers, retailers, decorators, and interior designers who are members. For more information about The Walls Windows Furnishings Association, visit their resource website and newly developed portal for consumers, trade and professionals at <http://www.wwfa.org> or email [info@wwfa.org](mailto:info@wwfa.org)*

*Travelers Acceptance Corporation has, since 1974, been engaged by small and medium size businesses to provide financial choice and the generation of value. Travelers applies its experience, service and innovation to arrange, structure and originate unique indirect term financing solutions that close more sales, increase the business’s customer base and overall profitability. Travelers Acceptance Corporation consults with its business clients to create term financing solutions and services specifically tailored to aid providers of products and services in tuition, automotive aftermarket, vacation ownership, healthcare, membership, Consumer Durables, retail, power products and home improvement businesses. For more information about Travelers Consumer Finance, visit [www.travelersacceptance.com](http://www.travelersacceptance.com) or email [thuag@travelersfinancial.com](mailto:thuag@travelersfinancial.com)*