

PRESS RELEASE

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Taycor Financial Introduces New YouTube Channel

In a continued effort to provide their customers with 24/7 easy access to knowledge and information necessary to make informed decisions on equipment leasing and financing, Taycor Financial has expanded their delivery platform to online video.

LOS ANGELES, CA (February 20, 2012) Taycor Financial has expanded their reach into one of today's most popular methods of information delivery and topic research. The newly launched YouTube channel, located at <http://www.youtube.com/taycorfinancial>, will feature on-demand streaming content from Taycor's growing knowledge base of informative articles, equipment leasing news, promotions, and introductory programs.

"Our directive was to provide instant and constantly accessible informational content for our users. Our *Finance Your Equipment* series of videos will be produced with customer education in mind" said Michael Hong, Director of Business Development at Taycor Financial. "The topics in production range from credit preparation for new business applicants, a guideline to securing the right-fit-equipment-financing in today's changing landscape of business financing as well as on-site interviews of current customer experiences. As we continue to increase the topics of our video offerings, our goal is to create a new avenue to connect and communicate with our audience."

The Taycor Financial YouTube Channel will also contain additional material developed in response to subscriber comments and suggestions. "It has been a continuing goal as part of Team Taycor to create customer and partner focused content that evolves with the latest presentation pathways" said Hong. "The videos will be a valuable addition to the current resources that Taycor provides and will soon offer a true start to finish step-by-step instructional walk-through on how to navigate business growth and development through leasing and financing."

About Taycor Financial

Founded in 1997, with offices in Los Angeles CA and Boston MA, Taycor Financial has joined the ranks of America's top businesses, establishing itself as one of the premier equipment financing companies in the U.S. Taycor is also one of the most rapidly growing; having made the "Inc. 500" list of America's fastest growing private companies. For more information on equipment leasing or financing, to get an Instant Quote, or explore career opportunities visit www.Taycor.com or call (310) 568-9900.