

**FOR IMMEDIATE RELEASE****December 1, 2015****Channel Partners Capital Taps Growth Opportunity  
by Teaming With Syracuse Strategies**

**Maple Grove, MN (December 1, 2015)** – Channel Partners Capital, LLC (“Channel”) announced today a newly launched strategic partnership with Atlanta-based Syracuse Strategies LLC (“Syracuse”). Under the terms of the deal, Channel and Syracuse have combined the substantial capital resources and processing capability of Channel and the well-established industry knowledge and client relationships of Syracuse Strategies. The partnership will immediately begin delivering critical and timely funding solutions through a targeted network of small business loan advisors and commercial loan brokers advised by Syracuse.

Syracuse Strategies was established in 2015 by Tony Syracuse, an experienced small business lending industry executive and former Senior Vice President of BFS Capital and 1st Merchant Funding and General Manager at CAN Capital. Channel, established in 2009 and active as a loan investor since 2011, recently completed a \$50 million financing to support continued expansion of its direct investment activity in originated and underwritten small business loans and lines of credit. Channel has originated over \$165 million since 2009 by providing loans, primarily through select Equipment Finance Partners, of \$10,000 to \$250,000 with terms of up to 24 months. Channel is the lender of choice for a wide range of U. S. based small businesses with revenues ranging from \$200,000 to \$10,000,000+.

“Syracuse Strategies has been looking for a capital partner that will embrace the small business loan advisor market and bring the experience, knowledge, temperament and systems to execute against the rigorous performance standards of our customers,” said CEO Tony Syracuse. “Channel, since inception, has viewed the brokers as true partners and absolutely lives and breathes a culture of direct and responsive communications, service and long term relationship building.”

“Channel’s combination of technology driven operational speed and clearly communicated common sense underwriting criteria - evaluated by experienced, empowered and accessible credit personnel make us a great partner for the knowledgeable brokers and loan advisors that work with Tony,” said Executive Vice President of Corporate Development, Bryan J. Mitchell.

Channel’s broker focused business model prompted Syracuse to comment, “It is refreshing that Channel Partners Capital does not compete with its brokers through direct marketing initiatives. At Syracuse Strategies, we advise our broker partners, if possible, to avoid funding sources that are spending millions, if not tens of millions of dollars to compete with their own brokers on deal flow. We have opted to align with Channel because of their well-known broker focused culture designed to assist my clients in building their businesses and customer relationships.”

“We are pleased to work with someone of Tony’s caliber and connections and our strategic partnership supports the goal of long term relationship development with the right brokers and advisors who can create success with differentiated loan products efficiently delivered and not otherwise universally available in the market,” said Channel co-founder and Senior Sales Executive Adam Peterson.

### **About Channel Partners Capital**

Channel utilizes customized technology and business processes applied to data and risk modeling to support rapid credit decision making and electronic payment technology to efficiently service working capital loans to small business customers. Channel delivers loans exclusively through partnerships with equipment leasing businesses, lending advisors and finance companies. Through these finance partnerships, Channel is able to work with partners to identify and lend to pre-screened quality small business customers in need of loans. Since its founding in 2009, Channel has originated over 3,500 loans generating loan receivables of over \$165 million exclusively through these partnerships. Channel was honored in 2013, 2014 and 2015 as one of Inc. Magazines 500 Fastest Growing privately held companies in the U. S. and is one of a limited number of full service non-bank small business fin-tech lenders making successful efforts to fill the large and growing gap in small business credit availability, estimated at over \$100 billion.

For more information about financing options from Channel Partners Capital and Syracuse Strategies, call Tony Syracuse at (763) 746-1523 or Adam Peterson at (763) 746-7771.

Please visit [ChannelPartnersCapital.com](http://ChannelPartnersCapital.com)

Press contact:

Jenna Rogers  
Channel Partners Capital  
Phone: (763) 746-4569  
Email: [jrogers@channelpartnersllc.com](mailto:jrogers@channelpartnersllc.com)