



For Immediate Release

## **Richardson Brothers Company Introduces GE Capital Solutions Program To Drive Sales, Enhance Cash Flow**

HOFFMAN ESTATES, IL, October 3, 2006 – The Richardson Brothers Company of Sheboygan Falls, Wisconsin is now offering its retail customers new financial programs that greatly extend repayment terms on inventory. The GE Capital Solutions' programs enhance retailer cash flow and drive growth in the furniture industry.

"The advantageous repayment terms will free up a retailer's cash, allowing them to have greater purchasing power," said Jim Richardson, President of Richardson Brothers. "We continue to make investments in our distribution base, and this is another way we add quality to our full line of collections."

Through its Commercial Distribution Finance (CDF) unit, GE Capital Solutions developed new financing programs in response to furniture industry demand for financial tools that will assist retailers who are looking to grow their sales by leveraging longer financing periods.

"Richardson Brothers is enabling its retailers to stock more products as close to the customer as possible," said Bill Baptiste, CDF's senior vice president and Home Furnishings sales director. "The financing programs offer a strong solution to drive revenue and growth through higher credit lines and very competitive rates. The program also gives Richardson a competitive edge when negotiating for dedicated showroom space for their lines."

### **About Richardson Brothers Company**

Since 1848, Richardson Brothers Company has provided products deeply rooted in solid craftsmanship and solid wood. Beginning as a chair specialist, they have grown into a supplier of complete dining room bedroom, and occasional pieces. All collections are crafted from a wide variety of the industry's finest hardwoods including oak, maple, elm, beech, and birch. The company is still owned and managed by the founding family with the seventh generation of Richardsons now actively involved in the business. For more information, please visit [www.richardsonindustries.com](http://www.richardsonindustries.com).

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## **About GE**

GE Capital Solutions Commercial Distribution Finance specializes in financing the movement of finished consumer goods throughout the distribution chain and serves more than 6,000 manufacturers who sell to over 40,000 retailers. CDF is a leading provider of specialized financing products and services for various industries. Offerings include inventory financing, accounts receivable financing, asset based lending, private label financing, collateral management, e-commerce services and related financial products. Additional information about CDF can be found online at [www.ge.com/cdf](http://www.ge.com/cdf).

GE Capital Solutions provides leasing, lending and capital investment products and services to help business customers grow. It has over \$90 billion in assets, serves more than 1 million clients around the world and is headquartered in Danbury, CT, USA. For more on GE Capital Solutions, go to [www.ge.com/capitalsolutions](http://www.ge.com/capitalsolutions). GE (NYSE: GE) is Imagination at Work - a diversified technology, media and financial services company focused on solving some of the world's toughest problems. For more information, visit the company's Web site at [www.ge.com](http://www.ge.com).

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