



FOR IMMEDIATE RELEASE

CLARK CROWN ENHANCES POS SUBSIDY PROGRAM AND PARTNERS WITH ALLIED BRAND CAPITAL – Unlocking Much Needed Resources For Capital Improvements To Help Upgrade Payment Technology

LISLE, IL - May 19, 2016 - Clark Brands, LLC, announced today that it will join forces with Allied Brand Capital to become the first to offer a comprehensive point-of-sale upgrade solution. This innovative offering combines money-saving rebates, special pricing and low financing rates into one value-added program.

Allied Brand Capital, a leader in EMV equipment financing solutions has been chosen to offer financing programs to the Clark Crown network. The solution will be available to branded and payment processing clients, which spans across 32 states.

“This program is just one of many in our strategic roadmap and will help to increase security, and enable more secure future functionality for our dealer partners,” said Stephen Ruch, President, Clark Brands. “Clark Brand is always looking for innovative ways to improve the payment experience for partners and we are delighted to work with Allied Brand Capital as we bring value to our branded dealers and payment processing network.”

Allied Brand Capital will help support point-of-sale (POS) technology upgrades by assisting Clark and Crown branded or unbranded retailers in financing POS modernization with upgrades to Gilbarco Passport, VeriFone Topaz, Sapphire, Ruby2, and NCR Radiant POS systems.

“The package that Clark Crown Brands and Allied Brand Capital have put together is a simple, painless way to upgrade our systems. This package has it all, incredible subsidy rebates, special pricing, and low interest financing for both our branded and unbranded locations.” said Adrian Young, Director of Retail Brand Management, Duncan Oil.

“We are proud to enter into an exclusive agreement with Clark Brands and its petroleum retailers to help finance needed equipment modernization”, said Mike Cerminaro, President, Allied Brand Capital.

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About Clark Brands, LLC

Clark Brands, LLC has over 90 years of experience in gasoline marketing, owns and licenses the Clark and Crown fuel brands, as well as, the On The Go, Fast Fare and Express Mart convenience store brands to fuel and lube oil marketers. Clark Crown also processes payments transactions for Clark, Crown and independent fuel stations in 32 states and the District of Columbia and the lube oil brands are marketed both domestically and internationally. For more information about the Clark & Crown programs and payments processing, please visit www.clarkbrands.com or call 877-462-5275.

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About Allied Brand Capital

Allied Brand Capital specializes in enabling small business owners to succeed by providing hassle free equipment financing in the retail and commercial petroleum industries. Working with its customers to enable them to optimize their financing and capital structures, Allied Brand Capital is a leading provider of capital equipment financing and leasing for re-imaging, EMV upgrades, UST's, LED lighting, walk-in coolers, car wash equipment, in-store food processing equipment, franchise fees and much more. For more information, call 844-562-6001, or visit www.alliedbrandcapital.com.

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