

GE Capital Retail Bank and Ashley HomeStores, Ltd. Extend Consumer Financing Program

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[Business Updates](#) [1]

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STAMFORD, Conn. & ARCADIA, Wis.

Credit Card Accepted at 480 Ashley Furniture HomeStores in U.S. and Puerto Rico

STAMFORD, Conn. & ARCADIA, Wis.--([BUSINESS WIRE](#) [2])--GE Capital Retail Bank announced today it has extended its agreement with Ashley HomeStores, Ltd., the leading U.S. furniture retailer, to continue providing consumer financing through more than 480 Ashley Furniture HomeStores® in the U.S. and Puerto Rico. As part of the multi-year agreement, GE Capital's Retail Finance business will continue to manage the Ashley Furniture HomeStore consumer credit card program, which was introduced in 2011.

"Our focus has been to work with Ashley Furniture HomeStores at the corporate and store level to build a financing program that benefits their business and millions of customers," said Darrell Owens, vice president of Sales for GE Capital's Retail Finance business. "We share the commitment of Ashley Furniture HomeStores to provide valuable solutions that enable their customers to maximize their budget and purchase what they need for their homes."

The Ashley Furniture HomeStore branded consumer credit card program offers approved cardholders special financing with convenient monthly payments, as well as exclusive discounts, and online account management. The program can be used for purchases at Ashley Furniture HomeStores in the U.S. and Puerto Rico.

"A large percentage of our furniture and bedding purchases involve financing, and the Ashley Furniture HomeStore consumer credit card has been an important program for our stores to meet the needs of our customers," said Ben Thorud, senior vice president, Ashley HomeStores, Ltd. "GE Capital's Retail Finance team understands our business and has provided tools and resources beyond credit to help us enhance our processes and customer loyalty, and we look forward to continuing to work with them."

GE Capital's Retail Finance business works with major retailers and thousands of small- and mid-size businesses and health care practices across the U.S. to provide consumer financing and industry expertise, as well as online program management tools; loyalty solutions; and research and insights on consumer buying trends and the purchase journey. The business is certified as a 2014 Customer Service Center of Excellence by [BenchmarkPortal, LLC](#) [3], a global leader in the contact center industry.

About Ashley Furniture HomeStore

Ashley Furniture HomeStore, the No. 1 retailer of furniture and bedding in the United States, delivers quality, affordable furniture to customers at more than 480 independently owned and operated locations in the United States, Canada, Mexico, Puerto Rico and Japan. Ashley Furniture HomeStore is an exclusive provider of furniture from Ashley Furniture Industries, Inc., the largest furniture manufacturer in the United States. Learn more at www.ashleyfurniturehomestore.com [4]; www.twitter.com/AshleyHomeStore [5] and www.facebook.com/AshleyFurnitureHomeStore [6].

About GE Capital's Retail Finance business

GE Capital's Retail Finance business is one of the country's leading retail lenders, with 80 years of experience in consumer financing. The business, with its lending entity GE Capital Retail Bank, provides customized credit programs for retailers and consumers in the United States. This includes private label and bankcard credit programs for major national, regional and independent retailers in the U.S., as well as private label credit card programs, special financing, and promotional and installment lending, bankcards and financial services for consumers through dealers; contractors; manufacturers; healthcare practices; and service providers across diverse industry segments. More information can be found at www.gogecapital.com [7] and twitter.com/GoGECapital [8].

GE Capital is one of the world's largest providers of credit. For over one million businesses, large and small, GE Capital provides financing to purchase, lease and distribute equipment, as well as capital for real estate and corporate acquisitions, refinancings and restructurings. For its 100+ million consumer customers, GE Capital offers credit cards, sales finance programs, home, car and personal loans and credit insurance. For more information, visit www.gecapital.com [9] or follow company news via Twitter [@GECapital](https://twitter.com/GECapital) [10].

GE (NYSE:GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imagining. Doing. GE works. For more information, visit the company's website at www.ge.com [11].

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