



Balboa Capital Becomes Preferred Lender For McAlister's Deli Franchise Owners

Top independent financing company will structure flexible financing solutions for McAlister's deli franchisees nationwide.

IRVINE, CA, February 27, 2014 - Balboa Capital, one of the largest direct lenders in the United States that specializes in franchise financing, announced it has been selected as a preferred lender for McAlister's Deli® franchise owners nationwide. Balboa Capital will work with McAlister's Deli franchisees who require financing for furniture, fixtures and equipment (FF&E), lease-hold improvements and reimagining/remodeling efforts.

"We are very pleased to be chosen as a preferred lender for McAlister's Deli franchisees, and our franchise financing team looks forward to providing them with flexible and cost-effective financing solutions," said Angela Stoltenberg-Anderson, Director of Business Development for the Franchise Division of Balboa Capital's Vendor Services Group. "This is a big opportunity for Balboa Capital, and we have every confidence that our franchise financing products will greatly benefit single-unit and multi-unit McAlister's Deli franchise owners. Balboa Capital anticipates a long and productive business relationship with McAlister's Deli and its franchisees." Balboa Capital will be the exclusive lender at the upcoming McAlister's Deli Annual Conference 2014. The event takes place April 29 through May 1 in New Orleans and will feature franchise owners, franchise operators, vendors and McAlister's Deli corporate representatives.

"We are excited to partner with Balboa Capital and are pleased that they recognize the strength of the McAlister's brand and business model," says Jeff Sturgis, McAlister's Chief Development Officer. "Securing relationships with companies like Balboa Capital is a part of our overall strategy to attract and encourage both new and existing franchise partners to develop McAlister's restaurants."

This is the tenth franchise financing partnership that Balboa Capital has secured during the past year. The company, which has become a proven leader in franchise financing, works with some of the largest franchise concepts in the quick service restaurant (QSR), hotel and hospitality, automotive, and retail industries.

About McAlister's Deli

Founded in 1989, McAlister's® Deli is a fast casual restaurant chain known for its sandwiches, spuds, soups, salads, desserts and McAlister's Famous Sweet Tea™. In addition to dine-in and take-out service, McAlister's also offers catering with a selection of sandwich trays, box lunches, desserts, a hot spud bar and more. With numerous industry accolades, the McAlister's brand has more than 320 restaurants in 24 states. The company has corporate offices in both Alpharetta, Georgia and Ridgeland, Mississippi. For more information, visit <http://www.mcalistersdeli.com>.

About Balboa Capital

Balboa Capital is a technology-driven financing company that provides business owners with fast, hassle-free solutions to fuel their growth and success. The company specializes in small business loans, equipment financing, commercial financing, equipment vendor financing and franchise financing. Balboa Capital developed an intuitive online platform that simplifies the entire financing process. Calculators provide instant estimates, applications can be completed and submitted in a matter of minutes, and sophisticated credit scoring technology provides instant decisions. Visit <http://www.balboacapital.com> to learn more.