

**STRATEGIC FUNDING SOURCE NAMES BEN JOHNSTON HEAD OF STRATEGY
AND CORPORATE DEVELOPMENT**

NEW YORK (October 3, 2014) – [Strategic Funding Source, Inc.](#), a New York City-based provider of financing options to small and midsize businesses (SMB), today announced that Ben Johnston has joined the company as Head of Strategy and Corporate Development.

In his role, Johnston will be responsible for all aspects of the company’s strategic and organizational objectives, including the planning, communicating, implementing and monitoring of strategy plans and initiatives. He will report to Strategic Funding Source Chairman and CEO Andrew Reiser.

Johnston brings immense finance experience to Strategic Funding Source, previously serving as a principal at Pine Brook, a New York-based private equity firm specializing in energy and financial services. Strategic Funding Source is a portfolio company of Pine Brook, which recently provided capital to promote the company’s future growth. At Pine Brook, Johnston sourced, evaluated and managed investments in the specialty finance, banking and insurance sectors, with a particular focus on small business lending. Before joining Pine Brook, Johnston held positions at Lightyear Capital and PaineWebber, Inc.

“We are excited to welcome Ben to the Strategic Funding Source team and look forward to his contributions to the company,” said Reiser. “He brings vast knowledge and experience within the small business space from his time at Pine Brook, and will be a great asset as we continue to grow in the industry.”

Johnston received his M.B.A. from the University of Michigan’s Ross School of Business and his B.A. from Colby College.

About Strategic Funding Source, Inc.

Strategic Funding Source finances the future of small businesses utilizing advanced technology and human insight. Established in 2006, the company is headquartered in New York City and maintains regional offices in Virginia, Washington state, and Florida. The company has served thousands of small business clients across the U.S. and Australia, having financed over \$700MM since inception. Visit www.sfscapital.com to learn more about Strategic Funding Source, its financing products and partnership opportunities.

Contact:

Strategic Funding Source

Jessica Chen
CooperKatz & Company
(917) 595-3055
jchen@cooperkatz.com