



FOR IMMEDIATE RELEASE

Media Contact:

Kristin Doidge
(513) 381-0100 x 1007
kdoidge@swapalease.com

Swapalease.com Recognized for Second Year by the Business Courier: Still On the Fast Track Despite Credit Crisis, Auto Industry Woes

(CINCINNATI, Dec. 21, 2009): Swapalease.com has been honored for the second year in a row as a finalist in the *Business Courier of Cincinnati's* Fast 55 Awards, reports Swapalease.com, the world's largest auto lease marketplace.

The Cincinnati-based company was honored last week at a luncheon at the Northern Kentucky Convention Center along with 54 other award finalists. The companies were ranked based on their rate of revenue growth from 2007-2009.

"We have saved Americans millions of dollars over the last ten years and we are still just scratching the surface," says Ron Joseph, Jr., Co-founder of Swapalease.com. "Consumers in many cases have avoided repossession by transferring their lease to an eager buyer. Banks love this."

The founders of Swapalease.com saw a need for a secondary market for car leases. Before the creation of Swapalease.com, consumers had extremely limited choices if they wanted to [get out of a car lease early](#). Swapalease.com used groundbreaking technology to create a patented process to [get out of a lease online simply and cost-effectively](#).

"This was really a paradigm shift in the way consumers thought about leasing and car buying," says Joseph. "We have introduced a new way to [get a vehicle](#) whether it is a new lease, a lease transfer or a new car for sale. This kind of innovation has not happened since the introduction of leasing itself."

The company looks forward to more growth in the future.

"It's an honor to be recognized in our community for the great work we're doing all across North America to help consumers in need," says Richard Joseph, President and Co-founder of [Swapalease.com](#). "Our goal in 2010 is to continue to exceed expectations by providing innovative solutions for our loyal customers and continuing to foster strong

relationships with leasing companies.”

About Swapalease.com:

Swapalease.com is the world’s largest automotive lease marketplace and the pioneer in facilitating lease transfers online using a patented process. Conceptualized in 1997, Swapalease.com has evolved into the leading automotive consumer online destination servicing all aspects of the [automotive leasing](#) lifecycle and provides programs (including new leases and for sale vehicles) for both consumers and dealers in the U.S. and Canada. The company is headquartered in Cincinnati, Ohio. For more information, call 866-SWAP-NOW or visit www.swapalease.com.

###