

Ecologic Leasing Services Launches Two Subsidiaries

GREAT FALLS, Va., June 23, 2011 (SEND2PRESS NEWSWIRE) – Ecologic Leasing Services, a global provider of outsourcing, software, and capital sourcing services to both equipment lessees and vendor captive lessors, today announced the launch of two subsidiaries, Ecologic Lessee Services and Ecologic Vendor Services.

“For the last 11 years, Ecologic has served both lessee clients and captive vendor lessor clients through one company, one management team, and one brand,” explains Michael J. Keeler, CEO. “By creating a distinct subsidiary for each line of business and reorganizing the management, we can sharpen our focus on each client base, listen to their unique needs, and create a more valuable, differentiated, and responsive offering.”

Keeler adds, “We will now deliver sales, marketing, and our outsourcing services and global capital sourcing services through each subsidiary. This will allow us to align the expertise of our experienced staff with the specific needs of each type of client. The move will also enable us to capitalize on our common infrastructure, especially the software and global lessor network, while we improve our positioning and messaging and clarify the value proposition for each type of client”.

Doug Slais, VP of Client Services for Ecologic Lessee Services and a long-time veteran of the equipment leasing industry, states, “The objective is to create more value by getting closer to our clients and organizing around their needs. This is a great step towards accomplishing this.”

More Information: .

About Ecologic Leasing Services:

Ecologic offers software services and outsourcing services to lessees and vendor captives that need to finance equipment competitively around the world. The Company currently supports lease transactions in 44 countries. Large corporate and non-profit lessees deploy Ecologic’s software and outsourcing services to save 10-25% on their equipment lease portfolio annually. Vendor captives employ Ecologic’s services to help them finance the sale of their equipment to their customers at the point-of-sale using the best available funding sources where ever they operate around the world. Founded in 2000, the Company is headquartered in Northern Virginia, with offices in Montreal, San Francisco, and Mumbai.

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