



FOR IMMEDIATE RELEASE

Ervin Equipment Finance renames and rebrands to UniFi Equipment Finance.

Name Change signifies new chapter for Bank of Ann Arbor.

Ann Arbor, MI - July 1, 2014 - UniFi Equipment Finance, formerly Ervin Equipment Finance today announced its official name change. This development is the culmination of events that began in January 2013, when Ervin Leasing became the vendor financing division for Bank of Ann Arbor.

“Ervin Equipment Finance roots date back 35 years. We have funded over 9,000 vendors totaling in excess of \$1 billion dollars and we are very excited about refreshing our brand and tools to support our partners” said RJ Grimshaw, President and CEO of UniFi.

Not only will the company name change from Ervin Equipment Finance to UniFi Equipment Finance there will also be a new logo and supporting brand materials. “The new name and logo are simple yet bold and represents our entire reason for being, to become one with our partners. The UniFi logo embedded in a circle represents the way we want all client relations to go smoothly, flawless without interruption, forever.” said Grimshaw.

The company's mission is to be "obsessed with your success," meaning that clients will be supported throughout the entire lifelong relationship with the company. The UniFi mission is to become one with its clients to increase a client's success rate.

A client who chooses to partner with UniFi will be treated like royalty. "We're fanatical about our people. We do all the hard work of making strong business relationships that are invaluable. No matter what our business cards say, we're all customer service representatives, because at UniFi, the first three priorities are: 1.The Customer 2.The Customer and 3.The Customer," says Ellen Mueterthies, Director of Programs for UniFi.

Updated information on UniFi Equipment Finance products, services and sales team can be found on the UniFi website at Unifiedge.com

About UniFi Equipment Finance

Unify—formerly known as Ervin Equipment Finance—founded in 1978, is a well-established equipment leasing and finance company headquartered in Ann Arbor, Michigan. The company has a national presence in the small ticket vendor space servicing the general equipment categories with emphasis on strong service and self-underwriting solutions. Ervin Equipment Finance was acquired by Bank of Ann Arbor in January 2013. For more information please visit www.unifiedge.com, Twitter, Facebook, and LinkedIn.

About Bank of Ann Arbor

Bank of Ann Arbor is a locally owned and operated bank with total assets and assets under management of over \$1.8 billion, serving people and businesses in the Ann Arbor area with offices at the corner of Fifth Avenue and Washington Street in downtown Ann Arbor, in the Traver Village Shopping Center, at the corner of Stadium and Liberty streets, on West Ellsworth Road in Pittsfield Township, on West Michigan Avenue in downtown Ypsilanti, and in Plymouth on Ann Arbor Road. Its newest office opened in January 2013 on East Michigan Avenue in downtown Saline. The web site is www.boaa.com. Visit us on Facebook, Twitter, and LinkedIn.

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