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Synchrony Financial and Englert LeafGuard® Introduce New Consumer Financing Program

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[Business Updates](#) ^[1]

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STAMFORD, Conn. & PERTH AMBOY, N.J.

Financing options available through Synchrony Financial's Home Design Card

STAMFORD, Conn. & PERTH AMBOY, N.J.--([BUSINESS WIRE](#) ^[2])--Synchrony Financial (NYSE:[SYF](#) ^[3]), a premier consumer financial services company with 80 years of retail heritage, today announced a new, multi-year agreement to offer a private label credit card program for consumers to finance the LeafGuard® gutter, a patented one-piece leaf and debris shedding gutter system.

Englert LeafGuard® provides metal roofing and gutter solutions, including a gutter system for residential and light commercial applications with a lifetime, clog-free guarantee. Consumers will be able to access special financing options only available with Synchrony Financial's Home Design Card* through a national network of authorized dealers.

"We know that financing plays a key role in consumer decisions, and we're excited to provide LeafGuard® customers options for purchasing these products to help take care of their homes," said Glenn Marino, executive vice president and CEO, Payment Solutions, Synchrony Financial. "Our Home Design Card provides customers with flexibility to make important home improvements they want and need."

The availability of financing is important to consumers, according to Synchrony Financial's 2014 Third Annual Major Purchase Consumer Study. Seventy-five percent of cardholders surveyed in the home improvement segment said they "always" seek promotional financing when making a purchase, and 87 percent said they feel financing makes large purchases more affordable. Further, half of home improvement cardholders surveyed said they would shop at another retailer offering financing, or would not make a purchase at all if financing were not available.

"Our unique LeafGuard® systems are a valuable investment in home safety, and Synchrony Financial's insights into the customer shopping experience will help us ensure homeowners everywhere have the flexibility of financing options," said Robert Lowe, executive vice president, LeafGuard Holdings.

About Englert Leafguard

In 1993, after years of intense product research and development, Englert, Inc. introduced the LeafGuard® Brand gutter, a patented one-piece leaf and debris shedding gutter system. The LeafGuard Brand system revolutionized the industry, by providing a one-piece system for residential and light commercial applications, with a lifetime, clog-free guarantee, and a Limited Lifetime Warranty on its ScratchGuard® paint finish. Englert's LeafGuard Brand is available only through a national network of authorized dealers, and supported by Englert, Inc., the pioneer of on-site custom fitted, seamless gutters since 1966. Englert, Inc. has its corporate headquarters in Perth Amboy, New Jersey and distribution centers around the country. More information can be found at www.leafguard.com ^[4], www.facebook.com/leafguardgutters ^[5] and twitter.com/leafguardgutter ^[6].

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#) ^[7]), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' approximately 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label and co-branded Dual Card credit cards, promotional financing and installment lending, loyalty programs and Optimizer+^{plus} branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com ^[8] and twitter.com/SYFNews ^[9].

*Subject to terms and conditions

**Synchrony Financial's third annual 2014 Major Purchase Consumer Study, conducted by a third-party, reflects the average experience of consumers making purchases valued at \$500+ in one of 12 categories, including Home Improvement.

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Language:

English

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Links:

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