

# Eastern Funding Launches Redesigned Company Website with New Logo

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Contact:  
Eastern Funding  
212.819.0051  
646.723.6305  
info@easternfunding.com  
www.easternfunding.com

**Headline: New York, NY, February 10, 2011 — Eastern Funding LLC unveils a redesigned company website and new logo.**

During the past fifteen years Eastern Funding LLC has built its brand around its signature intertwined orange “EF” in a blue oval. To properly reflect the companies growth while tying together the image and branding of its parent Brookline Bank the old logo has made way to a more stylish, intelligent, chic and cleaner looking design.

Eastern Funding has facilitated loans totaling over half a billion dollars for small businesses since 1997. The company specializes in providing financing to the coin operated laundry, food store and dry cleaning sectors.

The company’s founder/CEO, Michael Fanger, began his banking career in 1981 and has mainly focused on equipment loans to small retail businesses and real estate loans on owner-occupied real properties. While his focus is in New York, New England and the Mid Atlantic regions, Michael has financed businesses throughout the United States. According to Michael, “I believe in looking beyond standard credit criteria to learning the story behind each customer’s opportunity. This philosophy is present in every package Eastern provides, because our goal is “to find a way to say ‘Yes’.”

Eastern Funding LLC is a division of Brookline Bank with offices headquartered in New York City. For more information about the company and its services visit [www.easternfunding.com](http://www.easternfunding.com).

For additional information: [info@easternfunding.com](mailto:info@easternfunding.com)