



**For immediate release**

NEWS RELEASE

**STOPLEASE.CA, THE LEAST EXPENSIVE SOLUTION  
FOR FREEING ONESELF OF A CAR LEASE**

**Montreal, November 5, 2007** – The automobile retail industry was transformed with the advent of vehicle leasing. The automobile lease transfer is simply a natural progression of this evolution. In step with this trend, Stopalease.ca provides Web surfers with an affordable, easily accessible and secure way to break free of a car lease or to take up a lease on a vehicle that better suits their needs, all without penalty.

Any number of circumstances may lead one to want to break free of a car lease: divorce, separation, moving to another country, financial hardship, a new job that includes a company car, the fear of exceeding the contracted distance limit, or simply a desire to change vehicle.

Simplicity and user-friendliness are two words that accurately sum up the Stopalease.ca Web site experience. In under five minutes, a visitor can complete the registration of a vehicle and consult the list of cars, SUVs and trucks already registered. And the visibility the site provides is impressive. Just months after its launch, the Quebec-designed site receives thousands of daily hits, providing assignors and buyers alike with a marketplace of choice.

Stopalease.ca covers the Quebec, Canada and U.S. markets. In fact, a partnership agreement between Stopalease.ca and Searail, a specialized firm operating in the vehicle transportation sector, makes it possible to conclude vehicle transfers for persons living in different provinces. Our platform shows all the steps to follow to negotiate a lease transfer.

Access to the site is free of charge. Visitors can easily navigate within the Available Vehicles section. For those wishing to register a vehicle, a \$79 registration fee—the lowest in the market—is required. All vehicle listings posted on the site remain posted, right up to the moment a transfer is wrapped up.

**An advantageous solution**

“Today, it is easier to transfer a lease than to buy or sell a used vehicle. Transactions no longer need to take place at the motor vehicle bureau, but right at the dealer; 30 minutes should be enough to take care of all the paperwork,” says Benoît L’Archevêque of Stopalease.ca. “Most vehicles, if not the vast majority of them, are covered by the manufacturer’s warranty and rarely have more than three years’ wear on them. Add to that interesting incentives for buying and you have all you need to access a vehicle in almost-new condition at a truly low price,” he adds.

By helping members make successive short-term lease arrangements, Stopalease.ca makes it possible for just about anyone to change vehicle on a regular basis.

## Case study

Among the many transactions completed on Stopalease.ca, the story of one Tom Wilson (a fictional name), a regional small business owner, serves to illustrate how the concept works. Mr. Wilson was looking to lease a luxury vehicle on his not unlimited budget. He first visited several dealers before turning to Stopalease.ca. There, he found a vehicle that met his criteria, an Infiniti M35x whose lease was to expire in 22 months. Satisfied with the monthly payments and the owner's proposed \$2,200 incentive for taking over the lease, it dawned on Mr. Wilson that he could have a fully equipped luxury car, still under warranty, for \$100 less per month than through a traditional lease. Through the Web site, he was able to contact the owner, whose identity remained a secret up to the moment they agreed to meet in person to settle the transaction. The owner, one Rita Jones (not her real name), downloaded from Stopalease.ca an information form enabling her to gather all the pertinent data required for the transaction as well as a list of questions to ask in order to ensure a safe transaction. When they met, Mrs. Jones and Mr. Wilson agreed to the transfer on condition that the vehicle pass an inspection by the original dealer. In fact, they could have dealt with any Infiniti dealer. The dealer prepared Mr. Wilson's credit file, and once the file was accepted, Mrs. Jones and Mr. Wilson met once more at the dealer's to finalize the transaction. Mrs. Jones paid the \$500 in administrative fees related to the lease transfer, which had been negotiated down from \$750. In the end, Mr. Wilson found the car of his dreams, one within his budget. As for Mrs. Jones, recently separated, she was relieved to part with a vehicle she could no longer afford.

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