

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**We Have Money To Lend!
Willimantic, CT January 19, 2009**

Economic woes permeate the news today; however, Fluff-N-Fold Laundromat of Willimantic, CT is very happy that they found about the services of the Northeast CT Economic Alliance, Inc. based at Eastern Connecticut State University's Beckert Hall.

Fluff-N-Fold, located at 59 Bridge Street Plaza, needed to add some new industrial washers and dryers to their operation. In addition they were in the process of reorganizing their finances and were running out of options. A friend referred them to the Northeast CT Economic Alliance, a non-profit 501(c)(3) organization that provides business development resources to startup and existing companies seeking to expand, diversify, retain business or improve operations. After meeting with Bob Miller of the "Northeast Alliance," owners Lori Kassman and Raymond Heon were impressed with the professional advice and lending programs offered by the Alliance.

Ms. Kassman was pleased with the prompt attention provided and says, "We have a new great friend in the Northeast Alliance. We needed some help to make our business better by upgrading our equipment to provide better service to our customers." Mr. Heon noted, "I did not know anything about the Northeast Alliance and they are right here in my own backyard!" He further indicated that they were extremely glad that they found out about the financial services of the Northeast Alliance and their supportive staff.

The Northeast Alliance has been providing loans, advice and resources to 21 towns in northeastern Connecticut since 1990. It is an independent, community-based partnership of business, education and government interests dedicated to enriching the long-term vitality of northeastern Connecticut. You are invited to learn more about the Northeast Alliance by calling 860-465-5141 or visiting their web site at www.nealliance.com.