

## **Hennessey Capital Formalizes its Broker Network with New Strategic Alliance Network to Expand, Coordinate Referral Base**

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Huntington Woods, Mich.---October 6, 2009 --- Hennessey Capital LLC, a Michigan-based specialty finance company providing working capital to small and mid-sized businesses, announces the launch of its new Strategic Alliance Network. The Strategic Alliance Network serves as an umbrella for coordinating the many existing referral sources that use Hennessey Capital as a financing source for their clients or prospects working capital needs.

Hennessey Capital President Mike Semanco says the Strategic Alliance Network creates a mechanism for formalizing and expanding Hennessey's national referral base while incentivizing referral sources with a commission formula for funded transactions.

"We are developing partnerships with professionals who are delivering their products and services to our target client, many of which are in need of additional working capital. Our goal is to collaborate with and reward these professionals for introducing us to their clients and potential clients," explains Mr. Semanco.

The Strategic Alliance Network is geared to a variety of service providers including commercial insurance agents, business developers, leasing professionals, payroll service providers, business brokers, commercial real estate agents, and collection specialists, and allows them to choose their level of activity and involvement with the transaction.

The Strategic Alliance Network is lead by sales veteran Joe Romeo, who previously served as Senior Vice President of Michigan-based re.Source Partners. Prior to that, Mr. Romeo held senior management positions at Summit Funding Group and Computer Sales International, Inc. Mr. Romeo can be reached at 248.658.3224 or [jromeo@hennesseycap.com](mailto:jromeo@hennesseycap.com). To learn more about the Strategic Network Alliance, visit [www.hennesseycap.com/strategic](http://www.hennesseycap.com/strategic).

### **About Hennessey Capital**

*Hennessey Capital provides innovative working capital solutions for growing business-to-business companies that are either pre-bankable but post-revenue, in transition or otherwise do not meet the credit guidelines of traditional bank lending. Products and services include purchase order financing, factoring, asset-based lending programs, mezzanine debt, receivables management and business coaching. Hennessey Capital is part of the Hennessey Group of companies, including Hennessey Enterprises and Hennessey Ventures. Visit [www.hennesseycap.com](http://www.hennesseycap.com) for more information.*

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