

**STREET CAPITAL FINANCIAL CORPORATION  
LAUNCHES THE STREET LOYALTY PROGRAM**

**TORONTO, January 17, 2011** - Street Capital Financial Corporation, a Canadian owned residential mortgage lender, announces the launch of its new Street Loyalty Program.

The Street Loyalty Program is designed to compensate brokers for renewal business and offers the choice of two compensation models. It is backed by an extensive product line and competitive rates.

“We believe that the strategic alignment with mortgage brokers on their renewing business demonstrates our commitment to our broker clients” said Paul Grewal, President. “It’s a great way for brokers to create enterprise value by partnering with Street Capital.”

**About Street Capital Financial Corporation**

Street Capital Financial Corporation is a Canadian owned prime residential mortgage lender. Street Capital prides itself on offering a broad spectrum of high ratio and conventional mortgages, competitive interest rates and exceptional customer service. Street Capital is proud to work with mortgage brokers to help more Canadians find financing solutions for home ownership.

For more information about Street Capital, visit: <http://www.streetcapital.ca>.

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