

FOR IMMEDIATE RELEASE:

CONNEXUS EQUITY MANAGEMENT PARTNERS CLOSES INVESTMENT IN H3 FINANCIAL SERVICES

As lead investor, Connexus will take active strategic advisory role in the company

Newport Beach, CA, October 14, 2014 – Connexus Equity Management Partners, LLC (“Connexus”) announced today the closing of a series A investment in H3 Financial Services, Inc. (“H3”), a SaaS financial services provider of credit, billing and payment solutions for the veterinary and dental markets. As the lead investor in this round of financing, Connexus will have a seat on the Board of Directors and will provide strategic advisory services to help H3 achieve its short and long term growth objectives.

“Connexus is excited to be a part of this early stage company that has developed a robust software and payment solutions platform to enable a range of high value services to its clients,” said Ken Neeld, Managing Partner with Connexus. “We believe that this capital investment coupled with the operational bench strength of our team will help H3 successfully execute on its business plan and build significant value for its shareholders in the process.”

“We are pleased to have Connexus as our strategic partner as we launch our financial services platform into the veterinary market place,” said Joe Simrell, President and CEO of H3 Financial Services. “As a startup company with a solid business plan, proven technology platform and significant upside potential in our target markets, we were looking for a strategic investor that could help us achieve our aggressive growth plans. We believe that Connexus is that partner.”

About Connexus Equity Management Partners, LLC

Located in Newport Beach, California, Connexus Equity Management Partners, LLC is a boutique private equity firm specializing in providing capital investment, strategic advisory and executive management services to early stage and distressed companies across multiple industry verticals. For more information on the company, visit www.ConnexusPartners.com, or call (949) 639-9710.

About H3 Financial Services, Inc.

Located in Aliso Viejo, California, H3 Financial Services, Inc. provides a web-based software platform that combines multiple consumer finance products and billing capabilities into a single, easy-to-use solution to significantly increase approval rates for patient financing over traditional methods. Used by large Dental and Veterinary multi-location corporate practices and small individual practices, our solution boosts sales, increases patient loyalty, and increases enterprise value. For more information on the company, visit www.h3financialservices.com.

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