

IOU Financial Wins Bronze Stevie® Award for Sales & Customer Service at the 11th Annual Stevie Awards

MONTREAL, March 23, 2017 /CNW/ - **IOU Financial Inc.** ("IOU" or the "Company") (TSX-V:IOU), a leading online lender to small businesses, has won a Bronze Stevie Award for Back-Office Customer Service Team of the Year in the Customer Service & Contact Centre Category at the 11th annual Stevie Awards® hosted this past February 24th, 2017.

The Stevie Awards® for Sales & Customer Service are the world's top honors for customer service, contact center, business development and sales professionals. The awards recognize the achievements and positive contributions of organizations and working professionals worldwide.

"This award honors our Client Services Department for their outstanding achievement and tireless efforts in providing world class customer care and support. It is because of their hard work and dedication that we are able to provide the level of customer service our clients are used to," said Madeline Wade, Vice President of Operations at IOU Financial Inc.

"As an online lender, serving small businesses throughout North America, we know that providing excellent customer service is what builds the long-standing, trusting relationships that put our merchants at ease when closing a loan with IOU. I want to thank the judges for their recognition in this important category," said Phil Marleau, CEO of IOU Financial Inc.

"The Stevie Awards for Sales & Customer Service continues to be among the most competitive and fastest-growing of our awards programs," said Michael Gallagher, founder and president of the Stevie Awards. "The growth of the program illustrates the importance of the functions highlighted – sales, business development and customer service – to successful enterprises of all types, and how integral recognition in these domains are to building and maintaining corporate reputations," continued Mr. Gallagher.

Over 2,000 nominations from organizations of all sizes and in virtually every industry were evaluated in this year's competition. Finalists were determined by the average scores of professionals worldwide, acting as preliminary judges. Entries were considered in 61 categories for customer service and contact center achievements, including Contact Center of the Year, Award for Innovation in Customer Service, and Consulting Practice of the Year; more than 53 categories for sales and business development achievements, ranging from Senior Sales Executive of the Year to Business Development Achievement of the Year; and categories to recognize new products and services and solution providers.

More than 75 members of several specialized judging committees determined the Gold, Silver and Bronze Stevie Award® placements from among the finalists during final judging earlier this month. The awards, hosted at Caesars Palace in Las Vegas, Nevada, was attended by more than 650 executives from around the world.

Details about The Stevie Awards® for Sales & Customer Service and the list of Stevie winners in all categories are available at stevieawards.com.

About IOU Financial

IOU Financial provides small businesses throughout the U.S. and Canada access to the capital they need to seize growth opportunities quickly. Typical customers include medical and dental practices, grocery and retail stores, restaurant and hotel franchisees and e-commerce companies. In a unique approach to lending, the IOU Financial advanced, automated application and approval system accurately assesses applicants' financial realities, with an emphasis on day-to-day cash flow trends. It makes loans of up to US\$150,000 to qualified U.S. applicants (\$100,000 in Canada) within a few business days, with affordable charges favorable to cash-flow management. It's speed and transparency make IOU Financial a trusted alternative to banks. To learn more visit: www.ioufinancial.com

About The Stevie Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

Sponsors and supporters of the 11th annual Stevie Awards for Sales & Customer Service include Sales Partnerships, Inc. and ValueSelling Associates, Inc.

Forward Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of IOU including, but not limited to, the impact of general economic conditions, industry conditions, dependence upon regulatory and shareholder approvals, the execution of definitive documentation and the uncertainty of obtaining additional financing. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. IOU does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise.

The TSX-V has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

SOURCE IOU Financial Inc.

To view the original version on PR Newswire, visit: <http://www.newswire.ca/en/releases/archive/March2017/23/c5759.html>

%SEDAR: 00005872E

For further information: Philippe Marleau, Chief Executive Officer, +1 (514) 789-0694 ext. 225; Benjamin Yi, Corporate Development & Investor Relations, +1 (647) 295-0654

CO: IOU Financial Inc.

CNW 09:00e 23-MAR-17