



TSX Symbol: EH

easyhome Ltd.
33 City Centre Drive
Suite 510
Mississauga, Ontario
L5B 2N5 Canada
Tel: 905-272-2788
Fax: 905-272-9886

Local News Release

July 31st, 2012

***easyhome* Ltd. Announces the Grand Opening of its First Franchise Store in Conway, Arkansas on Saturday, August 4th at 10 am**

Offering America's Lowest Payment Guaranteed... or it's FREE!

Mississauga, ON – July 31st, 2012 – *easyhome* Ltd. (TSX: EH), Canada's largest and North America's third largest merchandise leasing company, is pleased to announce the opening of its first *easyhome* franchise store in Conway, Arkansas on Saturday August 4th, 2012 at 10 am. Conveniently located in the Conway Towne Center at 201 Skyline Drive, the store features the latest in home furnishings, appliances, electronics and computers through a lease-to-own affordable payment program.

To celebrate, *easyhome*'s Vice President of Franchising, Steve Green, Director of Franchise Sales & Support, Ladd Welch and owner and operator Gez Rogers officially open the store to the community with a ribbon cutting ceremony and grand opening festivities including free refreshments and door prizes.

"We are excited to have Gez joining our team and also to offer the *easyhome* lease-to-own proposition and America's Lowest Payment Guarantee to the community of Conway, Arkansas" said David Ingram, *easyhome*'s President and Chief Executive Officer. "With over 19 years of experience in the in rent-to-own industry, Gez is very knowledgeable about the business and I am excited for the opportunities that lie ahead."

Gez has extensive experience in the rental and financial industry dating back to 1993. He began his Rent-to-Own career in Jacksonville, Florida and he has worked in several different States, finally moving to Arkansas in 1999. In 2010, Gez joined the *easyhome* family, opening and overseeing *easyhome* locations in Arkansas and Oklahoma. Now settled in Arkansas permanently, Gez is both proud and excited about the upcoming opening of his *easyhome* franchise in Conway. "Our customers will be provided with quality products, extremely competitive pricing and unprecedented customer service", said Gez Rogers, *easyhome*'s newest franchisee owner.

About *easyhome* Ltd.

easyhome Ltd. is Canada's largest merchandise leasing Company and the third largest in North America, offering top quality, brand-name household furnishings, appliances and home electronic products to consumers under weekly or monthly leasing agreements through both corporate and franchise stores. In addition, the Company offers a variety of financial services, including loans, prepaid cards and cheque cashing through its easyfinancial services business. *easyhome* Ltd. is listed on the TSX under the symbol 'EH'. For more information, visit www.easyhome.ca.

For further information, contact:

David Ingram
President and Chief Executive Officer
Easyhome Ltd.
(905) 272-2788