



PRESS RELEASE

FIRM CAPITAL CORPORATION

\$415 MILLION IN FINANCINGS COMPLETED YEAR TO DATE 2014 BY FIRM CAPITAL CORPORATION

July 14th 2014, TORONTO, CANADA - Firm Capital Corporation ("Firm Capital") is pleased to announce the completion of \$415 million in new mortgage financings year to date 2014. Sample transactions completed, include:

1. \$1,730,000 first mortgage land loan on a 0.83 acre site currently improved with a 15,200 sq. ft. industrial building located in Toronto, Ontario;
2. \$12,500,000 first mortgage construction loan for a 72 unit residential rental project located in Edmonton, Alberta;
3. \$7,500,000 first mortgage land loan for a 116.67 acre residential development site along the shores of Lake Ontario located in Bowmanville, Ontario;
4. \$965,000 first mortgage inventory loan on a 3,558 sq. ft. single family home located in Calgary, Alberta;
5. \$1,075,000 first mortgage inventory loan on three single family homes located in Oshawa, Ontario;
6. \$7,000,000 first mortgage land loan on four separate parcels of residential land comprising a total of 101.22 acres located in Ottawa, Ontario;
7. \$2,900,000 first mortgage land and construction loan for two luxury single family homes which will comprise 4,124 sq. ft. each located in Calgary, Alberta; and
8. A \$14,500,000 first mortgage construction loan on a retail centre comprising four single storey retail buildings, having a total net leasable area of 40,237 sq. ft. located in Edmonton, Alberta

Firm Capital is dedicated to building relationships focused on our Service Excellence and Pricing Guarantee, a guarantee to issue a firm commitment within 24 hours of seeing a transaction and an interest guarantee to be 100 basis points cheaper than any non-bank lender on bridge loans and 50 basis points on term loans.

ABOUT FIRM CAPITAL

Since 1988, Firm Capital Corporation is a non-bank lender providing residential and commercial construction, bridge and conventional real estate finance, including providing term, mezzanine and equity capital investments for real estate projects. Firm Capital is the Mortgage Banker to various capital pools, including the Toronto Stock Exchange listed Firm Capital Mortgage Investment Corporation (TSX: FC) and to Firm Capital Mortgage Investors Corp., an RSP mortgage fund in operation since 1994. In 2013, Firm Capital completed \$665 million in various real estate finance transactions. Since 2000 Firm Capital has originated, underwritten, structured, funded, serviced and managed over \$5 billion worth of residential and commercial mortgage investments throughout Canada.

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