



FINANCIAL GROUP, LTD™  
FOR IMMEDIATE RELEASE

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**PayLink Mayfair, Inc., Acquires PayLink Payment Plans, LLC,  
Through Investment Entity Created and Led by Oxford Financial Group, Ltd.**

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Indianapolis, Ind., January 16, 2012—Oxford Financial Group, Ltd., announced today that PayLink Mayfair, Inc. has completed the acquisition of PayLink Payment Plans, LLC (“PayLink”). PayLink Mayfair, Inc., a strategic investment entity created by Oxford on behalf of a private investor group and the management of PayLink, is a continuation of Oxford’s Mayfair Management Buyout strategy of investing directly in privately held companies with exceptional management teams.

Headquartered in Chicago, PayLink is a specialty finance company with a demonstrated leadership position as a provider of short-term, collateralized receivables and payment processing to facilitate the purchase of Vehicle Service Contracts (“VSC”), or what are more commonly referred to as extended warranties. VSCs are sold by auto dealers and direct marketers to consumers. The Company’s payment plans allow customers to pay for VSCs in monthly installments, which is a critical driver of sales of VSCs.

Oxford is actively involved in identifying and analyzing high-quality private placement and alternative investment opportunities through its Mayfair Management Buyout strategy. As part of identifying new opportunities for clients to achieve diversification and increased returns, Oxford seeks investments in privately held companies that have highly talented, motivated and successful management teams. Oxford’s alternative investment strategy also includes Savile Row investments which provide clients access to elite private equity funds.

PayLink’s current management and employee teams will remain intact and will continue to provide world-class products and service to its customers. “We believe the support of Oxford Financial Group will allow us to continue to fulfill our mission to our clients and customers,” said CEO, Rebecca Howard.

“We are thrilled to have identified and delivered an excellent investment opportunity like PayLink to our clients,” said Jeffrey H. Thomasson, CEO and founder of Oxford. “Rebecca Howard and her management team will continue their exceptional leadership and we’re pleased to partner with them as the success of PayLink continues.”

#### **About Oxford Financial Group**

Oxford Financial Group, Ltd.™, is the premier multifamily office in the Midwest and one of the largest Registered Investment Advisor (RIA) firms in the country, with oversight of almost \$16 billion in assets (which includes assets under management) for over 500 families and institutions in 35 states. An

independent, fee-only firm providing families and institutions generational estate planning advice and forward-thinking investment strategies for over 30 years, it has special expertise in alternative investments with emphasis on hedge funds and private equity.

With offices in Indianapolis, Chicago, Cincinnati, Grand Rapids and Minneapolis, Oxford specializes in serving clients with net worths above \$5 million. Oxford also provides trust and custody services to its clients through The Trust Company of Oxford™. Oxford was ranked #1 in AdvisorOne's 2011 Top Wealth Manager Ranking, and Bloomberg Markets Magazine named the firm #3 in its Top Firms by Asset Growth. For additional information, call 800.722.2289, or visit [www.ofgltd.com](http://www.ofgltd.com).

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