



FOR IMMEDIATE RELEASE

CONTACT: Cori Keeton Pope
303-282-4981
cori@keetonpr.com

‘Top Ten Newsmakers’ List Includes Key Equipment Finance, KeyBank Execs

Paul A. Larkins and Stuart Pattison Recognized As Top Business Newsmakers in Colorado

SUPERIOR, Colo. – Oct. 27, 2008 – Key Equipment Finance and KeyBank National Association (Colorado) today announced that leaders from both companies have been named top business newsmakers in Colorado for the third consecutive year. Both Paul A. Larkins, chief executive officer of Key National Finance, and Stuart Pattison, president of KeyBank’s Colorado District, were named to the top ten list of Denver area banking and finance newsmakers by the *Denver Business Journal*.

Each year, the *Denver Business Journal*’s Power Book names the area’s top 10 business newsmakers in a variety of categories. Winners are selected based on their newsworthy accomplishments, community involvement and contribution to their company’s success during the past year, among other things.

During this past year, Larkins completed his first full year as president and CEO of Key National Finance and helped guide Key Equipment Finance as it moved up one spot in the annual industry rankings to become the second-largest bank-held equipment finance company when measured by new business volume over the past year. The company does approximately \$6 billion in new business each year. Additionally, Larkins is a past chairman of the Equipment Leasing and Finance Association’s (ELFA) board of directors and continues to play a key role in this professional organization.

Pattison, who became district president in early 2007, in the past year implemented a variety of programs to attract and retain conscientious, top-notch employees, which helped improve the Colorado District’s rankings to second from 24th of KeyBank districts nationwide for the period of January 2008 to June 2008. While significantly improving the district’s performance, Pattison lowered employee turnover during the past year by 25% and also visited each of KeyBank’s 48 Colorado branches at least once per quarter. Pattison is also a 2008 graduate of Leadership Denver, the Denver Metro Chamber Foundation’s program designed to promote informed and committed civic volunteerism.

About Key Equipment Finance

Key Equipment Finance is an affiliate of KeyCorp (NYSE: KEY) and provides business-to-business equipment financing solutions to businesses of many types and sizes. They focus on four distinct markets:

- businesses of all sizes in the U.S. and Canada (from small business to large corporate);
- equipment manufacturers, distributors and value-added resellers worldwide;
- federal, provincial, state and local governments as well as other public sector organizations; and
- lease advisory services for manufacturers' captive leasing and finance companies.

Headquartered outside Boulder, Colorado, Key Equipment Finance manages a \$14.9 billion equipment portfolio with annual originations of approximately \$6.3 billion. The company has major management and operations bases in Chicago, Illinois; Albany, New York; Toronto, Ontario; London, England; Hong Kong, China and Sydney, Australia. The company, which operates in 26 countries and employs 1,000 people worldwide, has been in the equipment financing business for more than 30 years. Additional information regarding Key Equipment Finance, its products and services can be obtained online at <http://www.KEFonline.com>.

About KeyCorp

Cleveland-based KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$101 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit <https://www.key.com/>.

###