

**Kenneth Roche and Allan Silver join  
Traxis Financial Group and Blue Bird Financial Services**

**Fort Valley, Georgia (July 20, 2007)** –Kenneth P. Kaminsky Jr., President and Chief Operating Officer of Traxis Financial Group and Blue Bird Financial Services (BBFS), has announced the naming of Kenneth Roche and Allan Silver to senior posts within the financial services business. “Ken and Allan bring the commitment, passion, energy, drive, and expertise that this business requires for the management and creation of strategic, needs based financial services products and services that will enable our customers strengthen and enhance their financial position”, Mr. Kaminsky offered regarding the appointments.

Kenneth Roche has been named Chief Financial Officer of Traxis Financial Group and Blue Bird Financial Services, (BBFS). In Ken’s 20 years of commercial and financial experience, he has dealt with the issues of managed business growth including the commercial aspects of finance, acquisitions, shareholder issues, capital markets structures including domestic and international structuring. Prior to joining the business, Ken was the CEO of Orbian Corporation where he led the development and implementation of the company’s finance and settlement services. Prior to that, Ken was with GE Capital where he held various positions including SVP Global Business Development and he was also the CFO for their Trade Payables Division. Before that he was with American Express and held both FP&A and Financial Analysis positions. Mr. Roche has extensive experience in developing Capital Markets structures and the implementation of Balance Sheet Financing products and services. Roche has a MBA from the Fuqua School of Business at Duke University, and a Bachelor of Science Degree in Business Administration from Bucknell University.

Additionally, Traxis Financial Group and Blue Bird Financial Services has named Allan Silver as the SVP Corporate Strategy & General Counsel. Mr. Silver brings extensive legal expertise to his position as Blue Bird Financial Services’ SVP Corporate Strategy and General Counsel, possessing nearly two decades of law firm and in-house experience leading teams of lawyers on a wide variety of sophisticated corporate and financing transactions. Prior to joining BBFS, Mr. Silver held senior positions at law firms Bingham McCutchen LLP and Milbank, Tweed, Hadley & McCoy LLP, held in-house positions at Document Development Corporation and West LB and most recently, was General Counsel for Orbian Corporation. Preceding his legal career, Mr. Silver worked as an account executive in the commercial financing and factoring industry.

Mr. Silver earned an M.B.A. in Finance, with distinction, from New York University, and a J.D. from Fordham University.

**About Blue Bird Financial Services (BBFS):**

Blue Bird Financial Services provides a suite of flexible, customer centric financial products and services to help Blue Bird Corporation school bus dealers meet and exceed their corporate goals and objectives. Services include flexible OEM inventory and account receivable financing and a floor plan which integrate seamlessly with existing Blue Bird school bus delivery process, provides dealers and customers with a mechanism to be responsive to market needs, enhances dealer and customer benefits through reward-based usage program and leverages the combined strengths of the Blue Bird Corporation school bus dealer network. For information on Blue Bird Financial Services contact our media relations group at 203 640 8888.

[www.BlueBirdFinancialServices.com](http://www.BlueBirdFinancialServices.com)

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