



# Cannon Marketing, Inc.

4684 HWY 70 West, Kinston, North Carolina 28504  
800) 952-5913 • Fax (800) 317-0452 • E-mail: mail@1cmi.com

## Application for Credit

_____		_____	
Legal Company Name		Contact	
_____		_____	
Street Address		P.O. Box	
_____	_____	_____	_____
City	County	State	Zip
_____	_____	_____	_____
Phone #	Fax #	Federal ID #	

Previous address if above is less than five years.

_____	_____	_____	_____
Time in business	Date Incorporated	Partnership	Proprietorship

### Officers/Owners

Full Name	Title	Social Security #

### Bank Check & Savings (If checking account is less than 2 years; provide previous Bank Account #)

Bank	Branch	Acct #	Officer	Phone #	How Long	Type of Account

### Bank/Loans

Bank	Branch	Acct #	Officer	Phone #	How Long	Type Of Loan

### Trade References

Firm Name	City	State	Phone #	Contact	How Long

If your application for business credit is denied, you have the right to a written statement of the specific reasons of the denial. To obtain the statement, please contact us at the address or phone number at the top of the page, with in 60 days form the date you are notified of our decision. We will send you a written statement of reasons for the denial within 30 days of your request.

**NOTICE:** The Federal Credit Opportunity Act prohibits creditors from discriminating against applicants on the basis of race, color, religion, national origin, sex, marital status, or age (provided the applicant has the capacity to enter into a binding contract); or because all or part of the applicants income derives form any public assistance program or because the applicant has in good faith exercise any right under the Consumer Credit Protection Act. The federal agency that administers compliance with this law concerning this creditor is the Federal Trade Commission, Equal Credit Opportunity, Washington, D.C. 20580.

### BANK RELEASE

To whom it may concern: This will be your authority and my request to you to release to Cannon Marketing Inc. or any bank or financial institution any information they my request concerning credit standing with your company, bank, and or money on deposit for the purpose of obtaining an account. We/I warranty and affirm that each of the answers is true and correct. I hereby authorize any Photostat copies of this release.

By signing below, the undersigned individual as principle of and /or guarantor for the applicant, authorizes Cannon Marketing Inc. / Advantage Leasing Inc., its designee, assigns or potential assigns, to review his/her personal credit profile provided by the National Credit Bureaus in considering this application and for the purpose of the update, renewal, or extension of credit to the applicant or the collection of any resultant accounts. A fax or photocopy of this authorization shall be valid as the original.

_____	_____	_____	_____
Company Name	Date	Principle Authorized To Sign	Title



## PERSONAL GUARANTEE

NORTH CAROLINA

LENOIR COUNTY

THIS PERSONAL GUARANTEE is made and entered into by \_\_\_\_\_ and \_\_\_\_\_ (hereinafter referred to collectively as "Guarantor") in favor of CANNON MARKETING, INC. (hereinafter referred to as "Cannon");

### WITNESSTH:

WHEREAS, \_\_\_\_\_ (hereinafter referred to as "Applicant") has requested that Cannon sell and deliver goods and/or services to Applicant on credit terms on open account; and

WHEREAS, Guarantor has an interest, financial or otherwise, in Applicant, and it is to the benefit of Applicant that Cannon extend credit to Applicant, and Guarantor has been advised of the credit terms of Cannon and finds said terms acceptable, and Guarantor recognizes that Cannon would be unwilling to extend credit to Applicant without this Personal Guarantee, and Guarantor acknowledges Cannon's reliance upon this Personal Guarantee in extending credit to Applicant;

NOW, THEREFORE, as an inducement to Cannon for the extension of credit to Applicant, and in consideration of the extension of credit and other good and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Guarantor, jointly and severally, unconditionally guarantees unto Cannon the prompt payment upon demand of each and all invoices, accounts receivable, obligations and any and all sums at any time due and unpaid from Applicant to Cannon on account of any and all goods and/or services sold by Cannon to Applicant. This guarantee shall apply to and guarantee any ultimate balance which shall remain due to Cannon and shall be considered a continuing guarantee of any and all liabilities of Applicant to Cannon. This is a guarantee of payment and not merely a guarantee of collection. This guarantee shall not be impaired by any modification, extension, release or other alteration of any agreement or of any indebtedness hereby guaranteed. Guarantor authorizes Cannon, without notice or demand, and without effecting Guarantor's liability hereunder, from time to time to renew, extend, accelerate, or otherwise change the payment terms of the open account of Applicant. Guarantor hereby waives protest, presentment, notice of dishonor and notice of acceleration of maturity and agrees to continue to remain bound for the payment of all principal sums due from Applicant to Cannon, together with interest at the rate of eighteen percent (18%) per annum, and in the event that Applicant's account or this Personal Guarantee is referred by Cannon to an attorney for collection, Guarantor agrees to pay Cannon's reasonable attorney's fees plus all other expenses incurred in exercising any of the rights and remedies of Cannon. The liability of the Guarantor is primary, direct and unconditional without prior resort to any other right, remedy or security that Cannon may have. The obligations of Guarantor hereunder are joint and several and are independent of the obligations of Applicant to Cannon, and separate action or actions may be brought against Guarantor whether action is brought against Applicant or whether Applicant be joined in any action or actions, the liability of Guarantor hereunder being primary. Guarantor hereby waives the benefit of any surety ship defenses affecting its liability hereunder or the enforcement hereof. Guarantor hereby waives any right to require Cannon to proceed against Applicant or proceed against or exhaust any security held by Cannon or pursue any other remedy in Cannon's power prior to proceeding against Guarantor. Guarantor hereby waives notice of acceptance of this Personal Guarantee, notice of extension of credit to Applicant and notice from time to time of default in the payment any obligation from Applicant to Cannon and authorizes and consents to the release and discharge of any co-debtor or surety which Cannon may deem advisable or expedient and the release or relinquishment of any security without the same discharging or releasing or in any manner effecting the liability of Guarantor to Applicant under this Personal Guarantee. This Personal Guarantee shall not be effected or discharged by the death of Guarantor, but shall bind Guarantor's heirs and personal representatives, and shall inure to the benefit of any successors or assigns of Cannon. This guarantee shall continue in force until twenty-four (24) hours after the President of Cannon shall receive written notice by certified mail, return receipt requested, revoking this guarantee as to future transactions between Applicant and Cannon. Revocation shall not effect the liability of Guarantor for any indebtedness owed by Applicant to Cannon and incurred prior to the receipt of said written notice of revocation. This Personal Guarantee constitutes the entire agreement between Cannon and Guarantor. No oral or written representation not contained herein shall in any way effect this Personal Guarantee, which shall not be modified except by the parties in writing. Wavier by Cannon of any provision hereof in one instance shall not constitute a wavier as to any other instance.

IN WITNESS WHEREOF, the undersigned Guarantor has executed this Personal Guarantee, this the \_\_\_\_\_ day of \_\_\_\_\_,

\_\_\_\_\_  
(SEAL)  
Guarantor Signature

Print Guarantor Name and Address:  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(SEAL)  
Guarantor Signature

Print Guarantor Name and Address:  
\_\_\_\_\_  
\_\_\_\_\_