News Release

OneMain Financial Awards $25,000 Grant to The Dalles Main Street to Rebrand Town's Image Through the Restoration of Classic Neon Signs

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Company Will Host A Free, Family-Friendly Block Party Including Admission to The National Neon Sign Museum

EVANSVILLE, Ind.--(BUSINESS WIRE)-- OneMain Financial announced today that it will be hosting a "Made on Main Street" event on Saturday, August 18, 2018, to celebrate the $25,000 grant awarded to The Dalles Main Street. The organization is using this money to restore classic neon signs that will be placed throughout the downtown area with the goal of increasing tourism and rebranding the town's image.

"Made on Main Street," a partnership between OneMain Financial and Main Street America, provides community action grants for innovative neighborhood transformation projects across the country. Six additional grants have been awarded to organizations across the nation.

"We're thrilled to award this grant to The Dalles Main Street and we're truly impressed by its innovative vision to rebrand the town's image through the creative restoration and placement of neon signs," said OneMain Financial Chief Marketing Officer Kim Wijkstrom. "At OneMain Financial, we strongly believe individuals thrive when communities thrive and feel this project aligns with that mission."

The Dalles Main Street is partnering with The National Neon Sign Museum to light up downtown by strategically placing the signs on local businesses and properties. Museum owner David Benko hopes his extensive neon sign collection can be used to attract potential visitors and provide a glimpse into the town's colorful past.

"With the hopes of inspiring more character within our downtown, these signs will highlight a special piece of

Americana that will bring the community that much closer to truly finding its identity. We are so thankful to OneMain Financial, National Main Street Center, The City of The Dalles and The National Neon Sign Museum for helping bring this project and vision to life," said Coordinator for The Dalles Main Street Community Development Jeremiah Paulson.

OneMain Financial will be hosting a free, family-friendly block party to celebrate the grant award and the upcoming restoration project. The August 18 event will be held at 200 E. 3rd Street in Downtown The Dalles, from 4 to 8 pm. Made on Main Street attendees will be given free entry to The National Neon Sign Museum during the event. Festivities will also include complimentary food, games, crafts, artisan vendors and much more. "Made on Main Street" is free, and all community members are invited to attend. For more information, please visit: **https://www.MadeonMainStreet.com**

About OneMain Financial

OneMain Financial (NYSE: OMF) has been offering responsible and transparent loans for over 100 years. With more than 1,600 locations throughout 44 states, the company is committed to helping people with their personal loans. OneMain and its 10,000 team members are dedicated to the communities where they live and work. For additional information, please visit **OneMainFinancial.com**.

About the National Main Street Center

The National Main Street Center has been helping revitalize older and historic commercial districts for more than 35 years. Today, its Main Street America network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. The organization is a non-profit subsidiary of the National Trust for Historic Preservation.

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