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***easyhome* Ltd. Reports 2011 First Quarter Results**

Mississauga, May 31, 2011: *easyhome* Ltd. (TSX: EH), Canada's largest merchandise leasing company and a growing provider of financial services, today announced its results for the first quarter ended March 31, 2011.

easyhome increased revenues 7.4% to \$46.2 million in the first quarter of 2011. The increase was generated by the expansion of the *easyfinancial* business and the growth of its consumer loans receivable portfolio. Reported net income for the quarter was \$2.4 million, an increase of 19.4% over the first quarter of 2010. The company reported earnings per share of \$0.20, compared to \$0.19 for the first quarter of 2010. The 2011 first quarter earnings per share reflect the impact of the equity offering completed in December 2010.

Commentating on the results, David Ingram, *easyhome*'s President and Chief Executive Officer stated "Our results for the first quarter continue the trend of increased revenues and are in line with internal earnings expectations. Our focus during the quarter was on enhancing internal controls, improving process execution and strengthening our management structure. To this end, we invested in additional training and professional services, building the infrastructure which will allow us to scale the expansion of our business units in the future."

Concluding, Mr. Ingram said "*easyfinancial* grew its consumer loans receivable portfolio 26% and increased its customer base 22% since December 31, 2010. With consumer credit reporting agency, TransUnion, we implemented an electronic automated loan decision-making and identity verification tool. The new system is an integral part of the enhanced risk management program that we have put in place during the past two quarters."

First Quarter Results

For the first three months of the year, *easyhome* generated revenues of \$46.2 million, an increase from \$43.0 million in the first quarter of 2010. At the store level, including *easyfinancial*, same store revenue growth for the quarter was 7.2% compared with a decline of 0.5% for the first quarter of 2010.

On a segmented basis, the company's leasing operations recorded revenues of \$41.3 million, unchanged from same period last year.

Franchising contributed revenues of \$0.4 million, up from \$0.2 million in the first three months of 2010. The increase in franchising revenue is attributable to the increased number of franchise locations.

easyfinancial Services drove revenues to \$4.6 million from \$1.5 million for the same period last year. The improvement is a result of the increase in the consumer loans receivable portfolio from \$11.6 million to \$29.9 million.

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Operating income, which is income before interest expense and income taxes, increased 8.5% to \$3.8 million from \$3.5 million in the first quarter of 2010. Quarterly revenue increases were offset by additional costs while depreciation and amortization were reduced. As a percentage of revenue, operating income was unchanged at 8.3%.

Net income was \$2.4 million for the first three months of 2011, compared with \$2.0 million for the first three months of 2010. On a per share basis, earnings were \$0.20 compared with \$0.19. Adjusted for non-recurring charges, earnings were \$2.4 million, or \$0.20 per share, compared with \$2.3 million, or \$0.22 per share, a year ago.

Cash flow provided by operating activities for the three months ended March 31, 2011 was \$3.6 million. Included in these cash flows was a net investment in the *easyfinancial* Services consumer loans receivable portfolio of \$7.6 million. If this net investment in the loan portfolio was treated as cash flow from investing activities, cash flow from operating activities was \$11.2 million. This cash flow enabled the Company to invest in the portfolios to drive future revenue growth of all business units, strengthen the management and infrastructure to support sustainable growth and maintain its total dividend payments for the quarter while only increasing external debt by \$8.8 million.

Donald K. Johnson, Chairman of the Board, commented, “The Board is pleased with the Company meeting expectation for the first quarter of the year. We are confident that management is strengthening its internal controls in a manner that will support the Company’s strategy for sustainable growth. We believe that the objectives for each of the business segments are appropriate and will result in improved value for *easyhome*’s shareholders.”

The Board of Directors has approved a dividend payment of \$0.085 per share payable on July 5, 2011 to the holders of common shares of record as at the close of business on June 24, 2011.

About easyhome

As at March 31, 2011, easyhome Ltd. had 255 stores, including 39 franchised/licensed locations. The Company also operated 68 *easyfinancial* kiosks within existing easyhome stores and one national virtual loan kiosk.

easyhome Ltd. is Canada’s largest merchandise leasing company and the third largest in North America, offering top quality, brand-name household furnishings, appliances and home electronic products to consumers under weekly or monthly leasing agreements through both corporate and franchise stores. In addition, the Company offers a variety of financial services, including loans, prepaid cards and cheque cashing through its *easyfinancial* services business. easyhome Ltd. is listed on the TSX under the symbol ‘EH’.

The above analysis refers to certain financial measures that are not determined in accordance with international financial reporting standards (“IFRS”). These measures do not have standardized meanings and may not be comparable to similar measures presented by other companies. Although measures such as operating income and same store revenue growth do not have standardized meanings prescribed by IFRS, these measures are defined in our management

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discussion and analysis which is available on SEDAR or on the Company's website at www.easyhome.ca or can be determined by reference to our financial statements. We discuss these measures because we believe that they facilitate the understanding of the results of our operations and financial position.

Forward-Looking Statements

This news release includes forward-looking statements about easyhome Ltd. including its business operations, strategy and expected financial performance and condition. Forward-looking statements include statements that are predictive in nature, depend upon or refer to future events or conditions, or include words such as 'expects', 'anticipates', 'intends', 'plans', 'believes' or negative versions thereof and similar expressions. In addition, any statement that may be made concerning future financial performance (including revenue, earnings or growth rates), ongoing business strategies or prospects about future events is also a forward-looking statement. Forward-looking statements are based on certain factors and assumptions, including expected growth, results of operations and business prospects and are inherently subject to, among other things, risks, uncertainties and assumptions about our operations, economic factors and the industry generally. They are not guarantees of future performance, and actual events and results could differ materially from those expressed or implied by forward-looking statements made by us, due to, but not limited to important factors such as our ability to enter into new lease and/or financing agreements, collect on existing lease and/or financing agreements, open new locations on favourable terms, secure new franchised locations, purchase products which appeal to our customers at a competitive rate, cope with changes in legislation, raise capital under favourable terms, manage the impact of litigation, control costs at all levels of the organization and maintain and enhance our system of internal controls. We caution that the foregoing list is not exhaustive. The reader is cautioned to consider these and other factors carefully and not place undue reliance on forward-looking statements, which may not be appropriate for other purposes. We are under no obligation (and expressly disclaim any such obligation) to update or alter the forward-looking statements whether as a result of new information, future events or otherwise, unless otherwise required by law.

(tables follow)

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easyhome Ltd.

INTERIM STATEMENT OF FINANCIAL POSITIONS

(Unaudited)

(expressed in thousands of Canadian dollars)

	As at March 31, 2011	As at December 31, 2010	As at January 1, 2010
ASSETS			
Current			
Cash (note 5)	1,063	731	291
Amounts receivable (note 6)	4,364	4,809	5,284
Income taxes recoverable	41	-	2,987
Consumer loans receivable (note 7)	23,456	18,162	7,421
Prepaid expenses	978	1,296	1,146
Total current assets	29,902	24,998	17,129
Amounts receivable (note 6)	1,420	1,062	-
Consumer loans receivable (note 7)	4,873	3,667	1,520
Lease assets (note 8)	66,731	68,622	71,273
Property and equipment (note 9)	12,458	12,953	12,335
Deferred tax assets (note 15)	7,214	8,047	8,134
Intangible assets (note 10)	2,938	3,093	3,155
Goodwill (note 10)	17,325	17,325	17,325
TOTAL ASSETS	142,861	139,767	130,871
LIABILITIES AND SHAREHOLDERS' EQUITY			
Current liabilities			
Bank revolving credit facility (note 11)	25,336	15,649	23,764
Accounts payable and accrued liabilities	13,574	19,322	13,331
Income taxes payable	-	65	-
Dividends payable	1,007	892	884
Deferred lease inducements	575	578	579
Unearned revenue	4,195	5,310	4,818
Term loan (note 11)	1,729	2,602	3,636
Provisions (note 12)	245	421	597
Total current liabilities	46,661	44,839	47,609
Accounts payable and accrued liabilities	579	450	-
Deferred lease inducements	1,870	1,881	1,724
Term loan (note 11)	-	-	2,484
Provisions (note 12)	397	407	231
Total liabilities	49,507	47,577	52,048
Shareholders' Equity			
Share capital (note 13)	60,207	60,074	48,880
Contributed surplus	3,033	3,061	3,142
Other comprehensive income	(573)	(257)	-
Retained earnings	30,687	29,312	26,801
Total shareholders' equity	93,354	92,190	78,823
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	142,861	139,767	130,871

See accompanying notes to the interim consolidated financial statements

easyhome Ltd.**INTERIM CONSOLIDATED STATEMENTS OF INCOME**

(Unaudited)

(expressed in thousands of Canadian dollars except earnings per share)

	Three months ended	
	March 31, 2011	March 31, 2010
REVENUE		
Lease revenue	40,782	40,707
Interest income	2,843	879
Other	2,578	1,452
	46,203	43,038
EXPENSES		
Salaries and benefits (note 14)	14,690	12,937
Advertising and promotion	1,594	1,147
Bad debts	1,124	414
Occupancy	6,457	6,061
Distribution and travel	1,881	1,655
Other	3,212	2,677
Restructuring charges	-	313
	28,958	25,204
DEPRECIATION AND AMORTIZATION		
Depreciation of lease assets (note 8)	12,451	12,675
Depreciation of property and equipment (note 9)	846	972
Amortization of intangible assets (note 10)	106	94
Impairment (net) (notes 8 and 9)	-	552
	13,403	14,293
Operating income	3,842	3,541
Interest expense (note 11)	297	283
Income before income taxes	3,545	3,258
Income tax expense (note 15)		
Current	332	792
Deferred	831	471
	1,163	1,263
Net income	2,382	1,995
Basic earnings per share (note 16)	0.20	0.19
Diluted earnings per share (note 16)	0.20	0.19

See accompanying notes to the interim consolidated financial statements

easyhome Ltd.

INTERIM CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

(Unaudited)

(expressed in thousands of Canadian dollars)

	Issued Capital	Contributed Surplus	Total Capital	Retained Earnings	Total Other Comprehensive Income	Total Equity
Balance, January 1, 2011	60,074	3,061	63,135	29,312	(257)	92,190
Shares issued	133	(191)	(58)	-	-	(58)
Stock-based compensation (note 14)	-	163	163	-	-	163
Comprehensive income , net of tax	-	-	-	2,382	(316)	2,066
Dividends paid (note 13)	-	-	-	(1,007)	-	(1,007)
Balance, March 31, 2011	60,207	3,033	63,240	30,687	(573)	93,354
Balance, January 1, 2010	48,880	3,142	52,022	26,801	-	78,823
Shares issued	-	-	-	-	-	-
Stock-based compensation (note 14)	-	152	152	-	-	152
Comprehensive income , net of tax	-	-	-	1,995	(259)	1,736
Dividends paid (note 13)	-	-	-	(886)	-	(886)
Balance, March 31, 2010	48,880	3,294	52,174	27,910	(259)	79,825

See accompanying notes to the interim consolidated financial statements

easyhome Ltd.

INTERIM CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

(Unaudited)

(expressed in thousands of Canadian dollars)

	Three months ended	
	March 31, 2011	March 31, 2010
Net income	2,382	1,995
Other comprehensive income for the period		
Foreign currency translation reserve	(316)	(259)
Comprehensive income	2,066	1,736

See accompanying notes to the interim consolidated financial statements

easyhome Ltd.

INTERIM CONSOLIDATED STATEMENTS OF CASH FLOWS

(Unaudited)

(expressed in thousands of Canadian dollars)

	Three months ended	
	March 31, 2011	March 31, 2010
OPERATING ACTIVITIES		
Net income	2,382	1,995
Add (deduct) items not affecting cash		
Depreciation of lease assets	12,451	12,675
Depreciation of property and equipment	846	972
Impairment (net)	-	552
Amortization of intangible assets	106	94
Stock-based compensation (note 14)	163	153
Bad debt expense	1,124	414
Deferred tax expense	831	471
Gain on sale of property and equipment	(42)	-
	17,861	17,326
Net change in non-cash working capital balances related to operations (note 17)	(6,635)	(696)
Net issuance of consumer loans receivable	(7,624)	(2,695)
Cash provided by operating activities	3,602	13,935
INVESTING ACTIVITIES		
Net purchase of lease assets	(10,784)	(9,982)
Purchase of property and equipment	(599)	(1,264)
Purchase of intangible assets	(20)	(101)
Proceeds on sale of property and equipment	269	-
Cash used in investing activities	(11,134)	(11,347)
FINANCING ACTIVITIES		
Advances (payments) of bank revolving credit facility	9,687	(957)
Payments of term loan (note 11)	(873)	(877)
Payment of common share dividends	(892)	(884)
Redemption of deferred share units	(58)	-
Cash provided by (used in) financing activities	7,864	(2,718)
Net increase (decrease) in cash during the period	332	(130)
Cash, beginning of period	731	291
Cash, end of period	1,063	161

See accompanying notes to the interim consolidated financial statements