

SubscriberWise®

Risk Management Solutions for the Communications Industry

PRESS ROOM – FOR IMMEDIATE RELEASE

SubscriberWise® Expands Company Identity

Massillon, OH, April 1, 2010 - SubscriberWise, the leader in analytics-driven subscriber risk management, today announced that it has officially expanded its identity to include operators in the utility, satellite, and telecom space.

SubscriberWise® Risk Management Solutions for the Cable Industry is now SubscriberWise® Risk Management Solutions for the Communications Industry.

“SubscriberWise was initially launched as the first Issuing Credit Reporting Agency approved in the United States by one of the large national credit repositories to deliver consumer credit information exclusively to cable operators,” said David Howe, President of SubscriberWise. “SubscriberWise was formed as a legal liability company in Q4 2006. Since then, we’ve continued to capture market share among cable operators while recognizing the broader opportunity for our proven suite of subscriber risk management solutions extended beyond cable.”

“While the scope of our business has broadened, our unwavering commitment to deliver the highest quality analytics, domain expertise, and best-in-class training - at the most competitive market price – remains unchanged,” said David Hoffer, Vice President and COO of SubscriberWise. “The SubscriberWise brand will continue to be recognized for its flexible, cost-effective, and highly predictive decisioning.”

“Our partnerships and associations include the American Cable Association (ACA), the National Cable Television Cooperative (NCTC), The Cable Warehouse, and several leading providers of billing and management systems,” commented Robert Gessner, SubscriberWise board member, Massillon Cable President, and former Chair of the National Cable Television Cooperative. “We’ve developed strategic partnerships with billion dollar companies to enhance our solutions and deliver success,” continued Gessner. “And we’re building on these relationships everyday. It’s now time for SubscriberWise to offer our solutions to the myriad communications providers seeking a powerful risk management application that is demonstrated effective at the same time fair and equitable to the subscriber populations it impacts.”

About SubscriberWise

SubscriberWise employs enhanced Subscriber Level Segmentation technology to precisely identify credit-challenged subscribers to ultra-high achievers to maximize sales and boost profits. By incorporating years of cable-specific performance data and proprietary decisioning models, including FICO’s latest analytic technology (FICO® 8), SubscriberWise delivers unprecedented predictive power with a fully compliant, score-driven decision management system. Combined with Red Flag compliance and operator-controlled rules, SubscriberWise analytics empower CSR’s to instantly and accurately respond to payment and credit characteristics with appropriate options for every subscriber. With SubscriberWise, no subscriber request is ever denied because of credit risk factors.

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