

SubscriberWise[®]

Risk Management Solutions for the Cable Industry

PRESS ROOM – FOR IMMEDIATE RELEASE

SubscriberWise Exclusive Vendor at 2009 GLDS' Users' Group

Massillon, OH, March 17, 2009 - SubscriberWise, the leader in analytics-driven subscriber risk management, announced it has received an exclusive vendor invitation to participate in GLDS' 2009 Users' Group to be held at the world-class Grand Pacific Palisades Resort in beautiful Carlsbad, CA.

"What a distinct privilege to attend GLDS' annual customer information, networking, and training event with leading operators from around the world," said David Howe, president of SubscriberWise. "We'll be participating in a case study with a focus on how an operator, serving more than 23,000 subscribers, leverages GLDS and SubscriberWise solutions to better protect its assets and reduce bad debt. We're very excited with the opportunity to share our story and eager to learn from those in attendance."

"We've been working with SubscriberWise for some time and are really impressed with the solution they offer," said Garrick Russell, VP of Operations at GLDS. "Combined with the strength of the WinCable subscriber management and billing system, the SubscriberWise risk management solution has the potential to help many of our customers. Given that our Users' Group is all about finding ways to manage business more effectively, we thought this was the perfect place to highlight our joint success."

About SubscriberWise (www.subscriberwise.com)

SubscriberWise is the leader in risk management solutions for the cable industry. SubscriberWise solutions incorporate a comprehensive approach to risk and decision management across the subscriber life cycle from origination and retention to fraud and equipment recovery. Based in Massillon, Ohio, SubscriberWise was founded on the premise that an intelligent understanding of subscriber behavior can significantly reduce an operator's risk exposure without compromising growth and selling opportunities. SubscriberWise Risk Management Solutions incorporate proprietary data sources with powerful scoring and analytics. Combined with years of cable industry data, these solutions help operators make cost-effective decisions before approving a customer's service and installing costly equipment.

About Great Lakes Data Systems, Inc. (www.glds.com)

Great Lakes Data Systems, Inc. provides the cable industry's leading Windows-based billing, subscriber management, and provisioning solutions. Privately held and profitable since 1980, GLDS in-house and ASP/Internet versions of the GLDS software feature Digital Authorization, PPV, DOCSIS-compliant Cable Modem Provisioning, VOD, VoIP, Credit Card/ACH processing and Web-Enabled Customer Self Care. GLDS has installed software for over 300 systems in 49 of the 50 U.S. States and 40 countries. More information is available at (800) 882-7950 and online at www.glds.com

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