



Press Room

SubscriberWise to Bring the Power of Intelligent Decisioning to Cable Industry

Massillon, OH, March 1, 2007 – SubscriberWise, Ltd., today announced the launch of a subscriber origination, risk decisioning, and cross-sell solution for cable television and broadcasting operators. SubscriberWise Risk Management Solutions for the Cable Industry® leverages TransUnion's® robust data and decision engines with FICO's® powerful analytics and rules technology to offer cable operators the same advanced decisioning tools utilized by the world's largest lending institutions.

“TransUnion® maintains one of the world's largest databases of consumer credit information, providing value-added intelligence solutions to leading business,” said David Howe, president of SubscriberWise. “SubscriberWise® leverages this information to bring intelligent risk management and decisioning capabilities to operators around the nation.”

SubscriberWise® enables cable operators to make superior real-time account origination and risk decisions by automating key processes and providing integration with data from TransUnion and FICO's® advanced analytics. With this solution, operators can make consistent credit decisions across all product offerings, verify consumer identity and credit history to reduce fraud, customize deposit limits and marketing messages, and capture cross-sell opportunities.

SubscriberWise solutions offer operators a rich set of features that include:

- access to TransUnion's® robust consumer data and FICO® scoring
- training management, credit manager(s), CSRs, and installers
- developing an approval and sales approach for highest risk subscribers
- cross selling and marketing opportunities for qualified subscribers
- setting appropriate deposit limits for service and equipment
- developing mission statements, adverse action notices, customer contact policies
- understanding and identifying customer fraud
- collections and debt recovery

About SubscriberWise (www.subscriberwise.com)

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.

Massillon Cable TV, Inc. knows firsthand the benefits of a comprehensive risk management policy. Massillon Cable operates two systems in Massillon and Wooster, Ohio with 45,000 total subscribers. During the past 4 years, Massillon Cable has achieved a 100% recovery rate on expensive inventory, eliminated parental and identity theft, maintained high and growing levels of subscribers for video, voice, and data, and has recently reached an average of \$16,000 monthly in paid security deposits. Massillon Cable's systems have reduced bad debts and equipment loss to almost zero during the same period.

“Prior to starting this program, we were probably losing in excess of \$150,000 a year in equipment. We're \$30 million a year in sales,” said Massillon Cable president Bob Gessner. “Since we started in August of '03, we have now lost one digital converter.”

About TransUnion (www.transunion.com)

TransUnion® is a leading global information solutions company that customers trust as a business intelligence partner and commerce facilitator. TransUnion offers a broad range of financial services that enable customers to manage risk and capitalize on market opportunities. The company uses advanced technology coupled with extensive analytical capabilities to combat fraud and facilitate credit transactions between business and consumers across multiple markets. Founded in 1968, Chicago-based TransUnion employs 4,100 associates that support clients in more than 30 countries. Visit us at www.TransUnion.com/business.

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