

SubscriberWise®

Risk Management Solutions for the Cable Industry

PRESS ROOM – FOR IMMEDIATE RELEASE

SubscriberWise® Announces International Expansion into Canada

Massillon, OH, June 5, 2009 - SubscriberWise, the leader in analytics-driven subscriber risk management, today announced the expansion of its subscriber decision management and rules technology to utility and telecom providers serving Canadians coast-to-coast.

“We’ve developed strategic alliances with leading Canadian providers of credit and information management technology to deliver the same incredible results our US member operators have come to expect,” said David Howe, president of SubscriberWise. “Through this international expansion, we are now able to offer Canadian operators greater access to highly predictive analytics and proven risk management solutions. Operators will leverage this technology through proprietary telecom billing and management systems fully integrated with SubscriberWise design specifications. The end result is a culmination of sophisticated technology solutions that will yield tremendous value for our partner companies and their respective clients and customers with automated, cost-effective, and intelligent decisioning.”

About SubscriberWise (www.subscriberwise.com)

SubscriberWise is the leader in subscriber risk management solutions. 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.

Contacts

SubscriberWise

David E. Howe, President, 330-880-4848 x137

dehowe@subscriberwise.com

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