

SubscriberWise®

Risk Management Solutions for the Communications Industry

Statistical Data from Individuals Achieving the Highest Possible FICO Score

Massillon, OH, May 19, 2011 – SubscriberWise®, a leading provider of analytics-driven risk management and the nation's largest issuing credit reporting agency for the communications industry, announced today it has completed a study of a quarter of a million credit reports from its national database of U.S. member operators to reveal age-related statistics of consumers who have achieved a perfect FICO® Score of 850.

"With less than two tenths of one percent of SubscriberWise's scorable population achieving the highest possible FICO score, we thought it would be interesting to glean some data from the credit reports of these ultimate-achieving consumers to better understand who these credit-elitists really are," said David Howe, president of SubscriberWise.

"This is the first large scale and definitive snapshot of national credit bureau data involving what is an extremely rare minority of nationwide consumers that have reached the ultimate and most desired credit score. Our data included every individual who achieved a genuine FICO score of 850," explained Howe. "The data was compared using median and average statistical calculations. The results were remarkably similar with each comparison and revealed the average age of the highest-scoring-consumer is 61 years old, having a birth year of 1950. And among the super elite, the oldest person to achieve perfection was born in 1922, while the youngest was born in 1967."

"In addition, the data revealed the average age of the credit file at exactly 30 years, with an average 'In File Since' year of 1981, at the national repository. For the record, the span of years between the oldest and most recent file was 36 years. In fact, the oldest file was created more than a half-century ago in 1958, while the youngest file was created 17 years ago in 1994."

"The length of a person's credit history at the credit repository determines roughly 15 percent of a typical person's FICO Score," said Craig Watts, public affairs director for FICO. "In addition to the average account age, the FICO scoring formula considers the age of the oldest account on the person's credit report. It doesn't matter if that account is open or closed, it still counts toward the person's length of credit history. A person with a short credit history can get a good FICO Score if they consistently pay their bills on time, keep any credit card balances low and take out new credit sparingly and only when needed."

"For those obsessed with achieving the perfect FICO score, at least one fact profoundly demonstrated with our data is that an individual must have a long and well established credit history to have even a remote possibility of reaching an 850," concluded Howe.

About SubscriberWise (www.subscriberwise.com)

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 communications performance data and proprietary decisioning models, including FICO's latest analytic technology (FICO® 8 Score), 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.

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