

SubscriberWise[®]

Risk Management Solutions for the Cable Industry

FOR IMMEDIATE RELEASE

SubscriberWise[®] Expands Market Scope

Massillon, OH, March 16, 2009 - SubscriberWise, the leader in analytics-driven subscriber risk management, announced its best-in-class subscriber decision management technology is today approved and licensed for communications and utility companies seeking a competitive advantage in an increasingly difficult economic environment.

"SubscriberWise is an incredibly good fit for communications and utilities companies that need a comprehensive solution for high-volume subscriber acquisitions with a proven, enterprise-ready decision management system", said David Howe, president of SubscriberWise. "We've built a risk management suite exactly for these industries. SubscriberWise rules technology drives thousands of individual subscriber decisions for clients across the nation. It's a logical conclusion that similar subscriber-based companies would want to leverage this field-proven solution to ensure the best interests of their subscribers while protecting the bottom line".

SubscriberWise delivers unprecedented predictive power by integrating the very latest analytic technology from FICO – FICO[®] 08 – with robust data sources and years of subscriber performance data. "Subscriber behavior has demonstrated life cycle consistencies", said David Hoffer, SubscriberWise EVP & CFO. "We've fine-tuned a decade of subscriber payment behavior into the design architecture to deliver the most accurate subscriber segmentation solution, compliant with federal, state, and local laws. In fact, we've considered every aspect of successful subscriber risk management", continued Hoffer. "Call center work-flow moves at blazing speeds with 96 percent of submissions returning an instant decision - despite an industry-significant 24 percent average non-scoreable population – saving clients time and money. We've built Red Flag compliance and on-demand adverse action notices into SubscriberWise. We've designed a SOAP/XML server coded with decision analytics, optimized for integration into billing and management systems. We can deploy SubscriberWise across an entire enterprise, from client compliance to management and call center training, in a matter of days. And we accomplish this and more without capital or equipment costs from our clients".

About SubscriberWise (www.subscriberwise.com)

SubscriberWise is the leader in 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 industry data, these solutions help operators make cost-effective decisions before approving a customer's service and installing costly equipment.

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