



FOR IMMEDIATE RELEASE

**TransUnion and SubscriberWise® Announce Joint Marketing Agreement**

**CHICAGO, January 26, 2009** – TransUnion and SubscriberWise® have entered into a joint marketing agreement designed to promote the benefits and utilization of subscriber risk management solutions for the cable industry. The joint marketing efforts will focus on sales and educational initiatives aimed at independent cable operators.

With significant capital investments to keep up with voice and data needs of today's consumer, independent cable operators are looking to other areas for increased operational efficiencies. Using TransUnion's extensive credit information along with SubscriberWise's advanced analytic risk management solutions, these independent operators now can access powerful scoring and rules technology to precisely segment and retain their most valuable asset - the consumer.

"Through this joint marketing and educational effort, we are hoping to clearly demonstrate that competitive efficiencies can be gained through the use of data and analytics," said Mike Manaton, group vice president of communications and energy markets for TransUnion. "The combination of TransUnion's robust consumer credit information along with SubscriberWise's cable expertise and enhanced subscriber level segmentation delivers a powerful cable risk management solution."

"Independents deserve cost-effective access to powerful analytics and advanced decisioning tools to ensure sustained profitability in today's difficult economic environment," said David Howe, president of SubscriberWise. "TransUnion and SubscriberWise integrated solutions are designed to help increase operational efficiencies without compromising sales or the quality and value these operators bring to the communities they serve."

For more information on SubscriberWise risk management services, contact David E. Howe at 330-880-4848 or email [dehowe@subscriberwise.com](mailto:dehowe@subscriberwise.com).

**About TransUnion**

As a global leader in credit and information management, TransUnion creates advantages for millions of people around the world by gathering, analyzing and delivering information. For businesses, TransUnion helps improve efficiency, manage risk, reduce costs and increase revenue by delivering comprehensive data and advanced analytics and decisioning. For consumers, TransUnion provides the tools, resources and education to help manage their credit health and achieve their financial goals. Through these and other efforts, TransUnion is working to build stronger economies worldwide. Founded in 1968 and headquartered in Chicago, TransUnion has employees in more than 25 countries on five continents. Visit [TransUnion.com/business](http://TransUnion.com/business).

**About SubscriberWise ([www.subscriberwise.com](http://www.subscriberwise.com))**

Based in Massillon, Ohio, SubscriberWise® is the leader in risk management solutions for the cable industry. SubscriberWise® Risk Management Solutions incorporate TransUnion's robust consumer credit data with the highly predictive power of 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.

SOURCE: TransUnion

Web site: <http://www.subscriberwise.com/>  
<http://www.transunion.com/>