

SubscriberWise®

Risk Management Solutions for the Cable Industry

FOR IMMEDIATE RELEASE

SubscriberWise® President Achieves FICO® Pro Certification

Massillon, OH, March 22, 2010 - SubscriberWise, the leader in analytics-driven subscriber risk management, announced today that David Howe, president of SubscriberWise, has successfully completed and passed all required coursework for the new FICO® National Certification Program. AllRegs Academy, the leading publisher of guidelines for the mortgage industry, and FICO, the leading provider of analytics and decision management technology, have introduced the program to recognize individuals who have demonstrated a strong understanding of FICO® scores as well as the impact of FICO® scores on both creditors and consumers.

"Comprehensive training combined with a decade of industry-specific best practices is just one of the ways SubscriberWise spells success for its member operators and their customer service representatives," said David Howe, President of SubscriberWise. "After a prospective operator has partnered with SubscriberWise, we employ a training protocol for CSR's that includes an introduction to FICO with a basic understanding of the FICO® score. And it's no secret that FICO® scores are a crucial component in SubscriberWise's decision and rules technology," continued Howe. "Expanding core competency of FICO® scores and consumer credit information makes perfect sense. After all, knowledge is power and information is king – which is exactly what we deliver to operators' everyday."

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 cable-specific performance data and proprietary decisioning models, including FICO's latest analytic technology (FICO® 8), 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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