

SubscriberWise®

Risk Management Solutions for the Cable Industry

FOR IMMEDIATE RELEASE

SubscriberWise® First Telecommunications Risk Management Solutions Provider to Integrate Fair Isaac's "FICO® 08" Technology

Massillon, OH, February 12, 2009 - SubscriberWise, the leader in analytics-driven subscriber risk management, announced it has successfully integrated Fair Isaac's latest technology - FICO® 08 - as a leading component of its SubscriberWise Decision Management System.

"We've a simple mandate from our member companies," said David Howe, president of SubscriberWise. "Provide incredibly accurate predictions about subscriber payment behavior to protect the bottom line without compromising growth and selling opportunities. With the redevelopment of Fair Isaac's technology, including enhanced scorecard segmentation and refined performance measures, we are confident this cutting-edge technology will further calibrate SubscriberWise decision engines and enhance subscriber level segmentation."

"SubscriberWise works by objectively and empirically risk rank-ordering subscribers to significantly mitigate bad debt and equipment loss while delivering operational efficiencies across the enterprise," continued Howe. "Combined with an agile decision management system and operator-controlled business rules, SubscriberWise analytics empower CSRs to instantly and accurately respond to credit characteristics with appropriate options for every subscriber. No service request is ever denied because of credit risk factors. And unlike the simplistic credit scoring methods in the market today, SubscriberWise leverages the most powerful proprietary decision engines with unparalleled expertise to deliver a truly optimal subscriber segmentation solution. A win-win for companies seeking to build customer loyalty while protecting their investment."

About SubscriberWise (www.subscriberwise.com)

SubscriberWise is the leader in risk management solutions for the cable industry. SubscriberWise solutions incorporate a comprehensive approach to risk and decision management across the subscriber life cycle from origination and retention to fraud and debt 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.

Contact

SubscriberWise, Ltd
David E. Howe, President, 330-880-4848
dehowe@subscriberwise.com

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