



FOR IMMEDIATE RELEASE:

CMC Launches European Operations

Leverages Strategic Partnership with TSYS[®], Arum Systems and Bridgeforce to Resell FlexCollect[®] Across EMEA

Wilmington, DE., February 15, 2010— Collections Marketing Center, Inc. (CMC) today announced the formal launch of its European operation. The announcement follows the successful deployment of FlexCollect by the company's inaugural UK-based client and the execution of strategic reseller agreements with TSYS, Arum Systems and Bridgeforce. By engaging with CMC and its strategic partners, lenders throughout Europe can rapidly improve efficiency and effectiveness of their collections operations by deploying a synchronized, full-channel dialogue with their debtors.

CMC's FlexCollect managed service solution is currently in production at a large U.K. based enterprise. The new service offering is allowing CMC's client to intelligently optimize collections channels, offers, and treatments based on individual account holder behavior and preference. In this way, FlexCollect is maximizing agent productivity while shortening collections cycles to mitigate charge-off risks.

"We are excited about the significant benefits our initial EMEA client is realizing from synchronizing the customer dialogue across multiple self-service and manned channels," said Vytas Kisielius, Chief Executive Officer of CMC. "We believe that overcoming the fractured customer dialogue to collect more and spend less is a challenge shared by creditors globally, and look forward to working with our partners to fill the significant demand we're seeing across Europe."

CMC strategic reseller partners such as TSYS, Arum, and Bridgeforce incorporate FlexCollect services to clients as part of a broader solution set. CMC strategic partners accelerate adoption of FlexCollect through joint sales and marketing, technology/service integration, and customer support.

FlexCollect, the industry's first completely virtual, adaptive collections service, complements the client's collections platform with ease of use and adaptability geared towards all types of account holders. The solution spans credit cards, mortgage and home equity loans, student loans, healthcare, phone and utility bill payment.

Creditors can learn more about FlexCollect by contacting CMC directly at +1.302-830-9262 or by visiting www.cmcagile.com.

About Collections Marketing Center

Collections Marketing Center, Inc. (CMC) pioneered the industry's first adaptive collections service that enables lenders to deploy completely synchronized collections offers, contacts, and treatments across credit card, real estate, student, and installment loan products. The company's FlexCollect[®] managed services solution is helping a rapidly growing number of top lenders



collect more and spend less by increasing the efficiency and effectiveness of their charged off, delinquent, and pre-delinquent portfolio operations. For more information, visit www.cmcagile.com or call (302) 230- 9262.

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