

SubscriberWise®

Risk Management Solutions for the Cable Industry

PRESS ROOM – FOR IMMEDIATE RELEASE

SubscriberWise(R) Delivers “Red Flag” Compliance

Massillon, OH, November 7, 2008 - SubscriberWise, Ltd., the leader in analytics-driven subscriber risk management, announced enhanced “Red Flag” solutions for telecommunications providers. The Red Flag enhancements provide compliance guidelines to the Federal Trade Commission’s new Identify Theft Prevention Regulations.

“Although the FTC has suspended enforcement of the new rules until May 1, 2009, SubscriberWise is today delivering a fully compliant solution for its member operators,” explained David Howe, President of SubscriberWise. “As a risk management solutions provider, we recognize the importance of protecting personally identifiable information. At the same time, we understand that operators need a streamlined solution to expedite the workflow process. By incorporating SubscriberWise advanced decision analytics and rules with various consumer statements and alerts, CSRs are instantly notified of any Red Flags with fast and simple compliance instructions.”

“In our industry, prospective subscribers have often recently moved into the unit where they’re requesting service,” said David Hoffer, VP of SubscriberWise. “When the address reported is “substantially different” from the address indicated on the consumer report, an “address mismatch” alert is triggered. When this alert (or any other) is returned, CSRs are immediately provided the specific alert and a suggestion about how to proceed. Given that “Red Flag” rules are flexible, operators can incorporate this information as part of a comprehensive approach to the regulations.”

SubscriberWise returns only limited and necessary information to the CSR when an alert is indicated, as well as suggestions to verify information on the instant decision report. In addition, the specific content/language of the alert will be returned to administrators and stored permanently based on the following values:

- Statement added because consumer was a victim of true-name fraud
- State-specific security alert
- Initial fraud alert
- Extended fraud alert
- Active military duty alert
- ID Mismatch alert - ***INPUT NAME DOES NOT MATCH FILE NAME

About SubscriberWise, Ltd. (www.subscriberwise.com)

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

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