



## **Press Room**

### **TVMAX(R) Selects SubscriberWise(R) for Comprehensive Risk Management**

**MASSILLON, OH, June 16, 2008** - SubscriberWise, Ltd., the leader in analytics-driven subscriber risk management, today announced it has been selected by Houston-based TVMAX, Inc. to begin providing risk management solutions in an effort to reduce risk and save capital with the launch of their all digital operation.

“TVMAX has made a substantial capital investment in the quest to provide their subscribers with the benefits of an all digital system,” said David Howe, president of SubscriberWise. “Operators making this investment need a high degree of precision in understanding subscriber payment behavior and delinquency. By incorporating SubscriberWise analytics and powerful rules technology with operator control and flexibility, we are confident TVMAX can tailor their offerings to the subscriber risk profile and safely navigate the digital transition while significantly mitigating bad debt and equipment loss.”

“The inclusion of the SubscriberWise platform in our new customer provisioning suite of tools could not be more perfectly timed for TVMAX, as we begin the rollout of advanced digital set-tops costing far more than the converters of the past,” explained David Curtin, COO at TVMAX. “With the knowledge gained through the use of this system, we will be able to manage the transition to an all-digital network confident that we are properly caring for the capital investment being made in high-end consumer converters, such as High Definition DVRs.

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

Based in Massillon, Ohio, SubscriberWise® is the leader in risk management solutions for the cable industry. Our solutions incorporate a comprehensive approach to risk and decision management across the subscriber life cycle from origination and retention to fraud and debt recovery. SubscriberWise® Risk Management Solutions incorporate TransUnion's® robust consumer credit data with the highly predictive power of FICO® 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.

#### **About TVMAX ([www.tvmax.com](http://www.tvmax.com))**

TVMAX is a Houston, TX based MSO focused on the provision of video and data services to the Multi-Dwelling Unit (MDU) community. With service to some 100,000 passings, TVMAX provides a variety of packages of the most popular cable and premium programming, including digital service options and alternate language programs. Cable-

based Internet remains one of its most subscribed to service offerings. TVMAX is greatly expanding its service options with the deployment of a new all-digital headend, with broad High Definition, sports, alternative language and cable channel additions, positioning the company to remain responsive to customer expectations..

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