



Press Release

For Immediate Release:

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Magnum hosts Alternative Data Webinar

Magnum shares valuable information on the uses of Alternative Data in today's economic landscape

ATLANTA, GA – May 1, 2009 – Magnum, an industry leader in credit analytics, decisioning applications and professional consulting services will host a Webinar on Alternative Data Sources on Wednesday, May 20th at 1:00pm EST. Joining Magnum will be Executive Vice President Mark Doman of eBureau, Paul DeSaulniers Director of Credit Decisioning at Lexis-Nexis and Michelle Wheeler Vice President of Partner Relationships at ID Analytics.

The Webinar will focus on the benefits of using alternative data to enhance the management of existing customers, collections strategies and the overall portfolio. Alternative Data are data sources coming from non traditional sources helping to predict a customer's credit worthiness, when they have no or very thin credit files. Utility, telecommunication and public records are examples of alternative data sources that can provide additional information on a customers risk level.

According to Carl Eikhoff, CEO at Magnum, "the economic landscape and the make up of the consumer base have both changed so drastically. It is absolutely critical for organizations to make smarter decisions in both the acquisition and management space. Magnum's partnership with numerous alternative data providers and the ability to help organizations gain access to, and manage that data is what differentiates us from our competitors".

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About Magnum

Founded in 1976 as Magnum Communications, Limited, Magnum is a leader in credit data access, analysis, decision management, and loan origination. The company offers a wide variety of products and services that enable lenders to make informed, automated decisions regarding credit risk. Using Magnum's powerful tools, clients can easily access and retrieve relevant data from a broad range of U.S. and international consumer and commercial data sources. Magnum enables its clients to maximize the value of this data to control both scoring attributes, decision strategies, and the business work-flow process.

In 2007 CRIF acquired Magnum. CRIF, established in 1988 in Bologna (Italy), has an international presence, operating over four continents (Europe, America, Africa and Asia) and specializes in the development and management of credit reporting, business information and decision support systems. Today CRIF is a leader in the continental Europe credit banking information sector, and one of the most important international players in the provision of integrated business and credit information. Thanks to a comprehensive range of information solutions, decision models, outsourcing systems, software and consultancy, Magnum provides support to banks, financial institutions, insurances, utilities and general business companies for each phase of the customer relationship cycle.

For additional information about Magnum, please contact Jamelle Esaw at: (770) 952-4940 or visit the company's website at www.magnum.net.

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