



Press Release

For Immediate Release:

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Magnum Releases White Paper

The Financial Crisis of Early 2000's: A Reflection and Looking Forward

ATLANTA, GA – December 17, 2009 – Magnum releases a white paper entitled “The Financial Crisis of Early 2000's: A Reflection and Looking Forward”. The newly released white paper focuses on the historical events of 2007 - 2009, as well as provides a forward looking perspective on what is to come in 2010 and beyond. The complimentary white paper highlights some of the events leading up to the economic downturn, newly written legislation impacting the financial services industry, and the projected trends and strategy in the industry going forward.

According to Carl Eikhoff, Magnum's President and CEO, “the events of the past few years have clearly been historical and will create change in an industry that has been, for the most part, unchanged for decades. The lessons learned from the downturn in the economy will undoubtedly impact the way lenders do business in the future, and how consumers manage their access to credit and banking products and services.”

Magnum's white paper will not only provide a holistic view of the state of the financial services industry, but will hopefully provide our clients and prospects with a better understanding and better level of preparedness for the future.

The complimentary white paper is available upon request via Magnum's website www.magnum.net or via e-mail at marketing.info@magnum.net. In addition to the Q4 white paper release on the financial crisis, Magnum offers white papers on Alternative Data, Red Flag Legislation and Initiatives, the Consumer Finance Protection Agency and Professional Consulting Services.

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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 Magnum was acquired by CRIF. 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 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, the company provides support to banks, financial institutions, insurances, utilities and general business companies for each phase of the customer relationship cycle. More than 1,500 banks and financial institutions all over the world use CRIF services on a daily basis.

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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