



## Press Release

### **For Immediate Release:**

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### **Magnum to Sponsor and Exhibit at 2009 Source Media Card Forum & Expo**

*Magnum attends the 21<sup>st</sup> Annual Card Forum & Expo, presented by ATM& Debit News*

**ATLANTA, GA – March 23, 2009** – Magnum, an industry leader in credit decision tools, analytics and professional consulting services will exhibit at the 2009 Source Media Card Forum & Expo, Monday, April 20<sup>th</sup> through Wednesday, April 22<sup>nd</sup>, 2009 in Marco Island, FL. This year's conference is presented by ATM & Debit News. According to the conference chairman, the conference will focus on providing guidance on how to work through the current legal climate and credit crisis, and how to manage strategies in the new economy.

Magnum CEO Carl Eikhoff believes that, "the current economic crisis has proven to be a major challenge for our industry. As an industry leader in loan origination and credit decision tools, we must continue to provide our clients with tools and strategies to make smarter risk decisions. Senior leadership will now be forced to make smarter decisions and be held accountable. This forum will allow us to showcase our products and services; and to demonstrate how Magnum can help position organizations for success in this tough economic environment".

For more information on the 2009 Source Media Card Forum & Expo and future events Magnum plans to participate in, please visit us at [www.magnum.net](http://www.magnum.net), call us at 770.952.4940 or e-mail [marketing.info@magnum.net](mailto:marketing.info@magnum.net).

**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 Web site at [www.magnum.net](http://www.magnum.net).

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