



Press Release

For Immediate Release:

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Magnum hosts Alternative Data Sources Webinar

Magnum shares valuable information on the benefits of Alternative Data in the Subprime Scoring process

ATLANTA, GA – August 11, 2008 – Magnum, an industry leader in credit analytics and decisioning applications will host a Webinar on Alternative Data Sources on Wednesday, September 24th 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 Paul Worden, National Account Director for Teletrack.

The Webinar will focus on the benefits of using alternative data sources in scoring and decisioning in the Subprime lending space. 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, "It is critical for financial institutions to begin utilizing different sources to make their credit and lending decisions. By utilizing Alternative Data Sources, organizations can reach customers who wouldn't normally fall into their portfolio due to little or no credit history. The use of alternative data can help provide Subprime, yet creditworthy, customers access to mainstream financial opportunities and more traditional credit products".

To register for the Webinar or to learn about future events hosted by Magnum, please visit us at www.magnum.net, call us at 770.952.4940 or e-mail 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. Founded in Bologna in 1988, CRIF is an Italian group, now also based in other European countries and in the Americas. CRIF specializes in the design, 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 Ray Bridenbaugh at:

(770) 952-4940 or visit the company's Web site at www.magnum.net.

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