



FOR IMMEDIATE RELEASE:

CMC's Latest Release of FlexCollect® Gives Strategist Control Over Comprehensive Self-Service Dialogue

FlexCollect Version Introduces Agent and Customer Behavior-Driven Custom Workflows

Wilmington, DE., August 25, 2010—Collections Marketing Center, Inc. (CMC), the leading provider of comprehensive self-service collections strategies, today announced the general availability of version 3.5 of its FlexCollect platform, enabling the industry's most flexible workflow management controls for collections operations – whether managing customers who are interacting with agents or self-serving via the web, IVR, email or mobile text messages. Consistent with all FlexCollect features, the point of control, compliance and transparent management of the entire dialogue is centralized and configurable in the hands of the collections strategist.

With this release, both Survey Manager and Variable Manager are added to the core platform allowing the creation and management of custom forms that can be used in a wide variety of situations: from giving web visitors a willingness and ability to pay survey so they can receive an individualized program offer decision on the spot, to scripting an agent through a complex bankruptcy or probate interaction so the correct action can be taken and coded. FlexCollect natively maintains control and visibility over these processes for collections managers and strategists.

"We knit self-service touch points into the fabric of clients' collections strategies in an unprecedented way that delivers substantial cost reductions while decreasing charge-offs", said Vytautas Kisielius, CEO, CMC. "The latest version of FlexCollect further expands the power placed in the hands of collections managers to optimize strategies and deliver game-changing results."

FlexCollect is delivered as managed service solution, meaning no hardware or software to install. This pre-integrated approach speeds time to market to weeks versus months, eliminates up-front and on-going capital expenditure and reduces operating expenses. Given this and the platform's unique ability to deploy comprehensive self-service strategies, this new release widens the gap between FlexCollect and the out of the box capabilities of most legacy collections systems.

About Collections Marketing Center, Inc.

Collections Marketing Center, Inc. (CMC) pioneered the industry's first completely virtual, adaptive collections platform providing comprehensive self-service strategies geared toward all types of account holders spanning credit cards, mortgage and home equity loans, student loans, phone and utility bill payments. The FlexCollect® platform combines advanced decisioning technology, a marketing focus and responsiveness to changing consumer behavior to optimize results for creditors in their credit risk, default management and loss mitigation operations. For more information, visit www.cmccagile.com or call (302) 230-9262.

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