



FOR IMMEDIATE RELEASE:

CMC Inaugurates European Industry Advisory Group Session

Representatives from across the European Union and North America gather in London to discuss collections best practices

Wilmington, DE., November 28, 2011— Collections Marketing Center, Inc. (CMC) held its inaugural European Industry Advisory Group (IAG) meeting in London last week, with banking and utilities collections thought leaders from across Europe and North America. The gathering, a forum for collaboration on the opportunities and trends in the industry, also featured the latest technology being applied to address the industry's key challenges.

The meeting featured industry experts from Arum Systems, Auriemma Consulting Group, and Bridgeforce providing their insight to the changes and challenges in the economy, regulations, and the forthcoming 2012 business climate. CMC clients shared successes achieved using CMC's FlexCollect platform and identified how significant ROI and business value have been recognized in many different types of FlexCollect deployments. IAG members reviewed the results of the industry survey completed prior to the meeting, which identified a consistent concern over managing reduced budgets, pressures to reduce headcount, and the ever-present need to ensure regulatory compliance.

"We are delighted with the results of our first European Union-based IAG. The industry-leading organizations represented were a testament to the interest in tackling the most pressing challenges and demonstrated how CMC's continuing growth and commitment to the EU marketplace can assist their initiatives. We thank our clients, prospects and partners for making the event productive and look forward to reprising it in years to come", said Vytas Kisielius, CEO of CMC.

About Collections Marketing Center, Inc.

Collections Marketing Center, Inc. (CMC) offers a pioneering adaptive collections service that enables lenders to deploy completely synchronized collections offers, contacts, and treatments across credit card, real estate, student, and installment loan products. The company's FlexCollect® managed services solution is helping a rapidly growing number of top lenders collect more and spend less by increasing the efficiency and effectiveness of their charged off, delinquent, and pre-delinquent portfolio operations. For more information, visit www.cmccagile.com or call (302) 830-9262.

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