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**FOR IMMEDIATE RELEASE**

**ECREDIT REBRANDED AS CORTERA, UNVEILS ENHANCED  
BUSINESS STRATEGY & MANAGEMENT TEAM**

*Company Hires Business Information Industry Veteran as SVP of Sales*

April 15, 2008 – eCredit, a foremost provider of U.S. business information services, unveiled its new name today – **Cortera™**. The name Cortera reflects the company’s position as the leader of the next era of corporate intelligence.

“Cortera is positioned at the intersection of today's rapidly increasing information availability and businesses' demand for more valuable insights into the companies they interact with,” said Jim Swift, president and CEO, Cortera. “The free Internet is still the great frontier with vast, largely unstructured data, while traditional business information providers are expensive, slow and often limited to pre-Internet ways of thinking. Businesses are screaming for the best of both worlds and Cortera's mission is to bring it to them.”

To help move Cortera’s broadened business strategy forward, the company has added Austin Paris as its senior vice president of sales. “I am thrilled to join Cortera at such an exciting time in its history,” said Paris. “Our business customers can benefit tremendously from Cortera’s offerings. The company sets itself apart from other

business data providers through its ability to deliver high quality business insights in flexible ways and at exceptional value.”

Paris brings more than 20 years of sales executive experience in the business information services market. Most recently, he was the strategic sales leader at Equifax Information Services [NYSE: EFX], a member of the Fortune 500 and one of the world’s largest providers of consumer and commercial information solutions. Earlier, he held senior positions at Dun & Bradstreet [NYSE: DNB], Corestaff Corporation and Olsten Staffing Services.

Cortera delivers its unique insights on business information via three core components:

- **Platform** – Cortera starts with the most robust, secure fast and efficient technology, adds a comprehensive, structured database of company information, and then layers on a set of unique, proprietary analytics.
- **Flexible Access** – Through its proprietary tools called DIG™, BOOST™ and CONNECT™, Cortera offers businesses fast and flexible ways to gather business insights when, how and as they need them.
- **Workflow** – Access to data and analytics is valuable in itself, but Cortera also allows companies to embed the information into their business processes to aid in credit & collections activities through its eCredit software.

Cortera performs nearly 10 million data updates per month by employing sophisticated algorithms and processes that constantly cleanse the business data it receives from thousands of sources. In addition, Cortera’s data quality team manually verifies, updates and adds records to its already robust business data warehouse.

## **About Cortera**

In a sea of business information providers, Cortera is different. Cortera provides a fresh perspective on business information and offers innovative tools to improve corporate intelligence. With its robust database containing virtually every private and public U.S. company, innovative analytics about each of those companies and advanced workflow software, Cortera helps business analysts, sales and marketing experts and credit & collections professionals know more than ever before about their prospects, customers and partners. More information about Cortera can be found at [www.cortera.com](http://www.cortera.com) .

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