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## News Release

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### Austin Logistics and Bridgeforce Partner to Bring Innovative Solutions and Services to Financial Services Market

#### **Move Couples Dynamic Predictive Decisioning Solutions with Full Range of Services to Give Companies the Edge in Reducing Risk, Raising Revenue**

Austin, TX and Newark, DE – May 11, 2006 – Predictive analytic software provider Austin Logistics and consulting services provider Bridgeforce today announced they now offer a set of solutions and services that will give financial services companies new, more effective and efficient ways of reducing risk, raising revenue and retaining customers. The agreement includes co-selling and co-marketing activities.

Included among the new offerings are solution oriented On Demand<sup>SM</sup> Services that include; Business Process Reviews, Business Program Reviews, Performance Plus<sup>+</sup> Support Programs, and a full line of custom By Request<sup>SM</sup> Services that include; Strategic Business Planning & Analysis, Business Solutions Management, and Education.

Both companies serve the financial services market and include among their customers the world's leading credit card issuers, retail banks, insurance companies, mortgage companies, auto financiers and telecommunications companies.

Financial services companies continue to face daunting challenges: shrinking markets, risky market entry, customer churn, and escalating compliance demands, among other things. Thus, the need for new, inventive solutions that will provide greater return in far less time is increasing. The alliance between Austin Logistics and Bridgeforce closes this gap between customer need for fast, safe time to market and what's currently possible with other competitive offerings.

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“Business as usual is no longer a sufficient way to maintain and grow profitability,” said Austin Logistics Vice President, Marketing, Bob Tate. “Problems emerge rapidly, almost overnight. What’s required is a new, more flexible approach to solving them. Our decisioning solutions, known for enabling customers to go to market quickly with intelligent strategies, together with Bridgeforce’s smart services infuse innovation into the business for dramatic business results.”

“Our relationship with Austin Logistics enhances our ability to maximize the value of customer relationships for our clients,” said Bridgeforce CEO Dawn Willey. “The business and technology solutions we recommend and support must always ensure clients get rapid value that extends over time. Austin Logistics’ predictive analytic solutions clearly meet these requirements. Unlike older, more bulky workhouse predictive platforms, Austin Logistics is agile enough to solve a specific, targeted decisioning problem or can integrate easily into a customer’s traditional decisioning platform. This gives us the ability to provide the best solution for a client’s individual needs.”

For more information, visit <http://www.austinlogistics.com/partners/consulting.php> or <http://www.bridgeforce.com/ALIandBridgeforce.pdf>.

### **About Austin Logistics**

Austin Logistics is a leading provider of next-generation predictive analytic and business intelligence software solutions that anticipate customer value and behavior to drive more profit from every customer interaction. Since 1992, the company's innovative solutions have helped many of the world's largest financial services, telecommunication, and retail companies to make proactive, profit-focused decisions that optimize actions in collections, risk and fraud, marketing and customer service. The company’s ActionSelect solution was selected as one of the Top 100 Collection Technology Products for 2005 by Collection Advisor magazine. For more information: [www.austinlogistics.com](http://www.austinlogistics.com).

### **About Bridgeforce, Inc.**

Bridgeforce provides expert consulting services in the strategies, systems and tools required to maximize the value of customer relationships. We are a unique group of experts carefully selected for our business knowledge and technical expertise in areas including customer acquisition, credit, collections, fraud, and payment systems. Of equal importance, our people are passionate about mutual success. This is evidenced by our client testimonials and our record of long-term, multiple-engagement relationships. For more information: [www.bridgeforce.com](http://www.bridgeforce.com)

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