



FOR IMMEDIATE RELEASE:

Collections Marketing Center Appoints Pat Ourednik Chief Financial Officer

Industry veteran to lead financial planning for CMC's ongoing growth

Wilmington, DE., December 14, 2010 – Collections Marketing Center, Inc., the leading provider of comprehensive self-service collections solutions, today announced that Pat Ourednik will serve as the company's Chief Financial Officer. She will direct overall financial strategy, management and controls necessary to ensure the company's continued success.

Ms. Ourednik brings more than 25 years of successful management experience in the areas of finance, strategic planning, operations and information systems for national and international companies. She most recently served as Co-Founder and Senior Vice President of Analytics for BDMetrics Inc. where she is credited for the design and creation of the BDMetrics patented behavioral analytics modeling engine which provided personalization technology to the tradeshow industry.

Prior to BDMetrics, Ms. Ourednik was the Chief Financial Officer at CRMA, a credit consulting company that specialized in credit scoring and modeling, where she was responsible for managing the finance, strategic planning, human resources and facilities functions. After CRMA was sold to Fair Isaac, Ms. Ourednik held the role of Director of Business Planning and Operations for the consolidated entities where her responsibilities included management of contracts administration, revenue recognition, monthly financial analysis and the annual business unit strategic planning and budgeting.

"We are delighted to have Pat join the CMC team - she has proven expertise in credit-related businesses and an impressive list of accomplishments throughout her career", said Vytas Kisielius, Chief Executive Officer of CMC. "We look forward to leveraging her unique experience as we continue to grow our base of clients in the U.S. as well as internationally."

Ms. Ourednik previously spent 10 years in public accounting where she managed audits, accounting systems implementations, and forecasted financial data for clients in the banking, healthcare, auto, and other various industries. Ms. Ourednik holds an undergraduate degree in Accounting from the University of Baltimore and a master's degree in Information Systems (MIS) from the Florida Institute of Technology. Ms. Ourednik is a registered CPA

About Collections Marketing Center

Collections Marketing Center, Inc. (CMC) pioneered the industry's first 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.cmcafile.com or call (302) 230- 9262.

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