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Online Insight to Partner with CompuCredit Corporation to Help Consumers Gain More Control Over their Personal Credit Information

Customer Preference-based Model Drives Cross-Sell, Up-Sell Sales Approach in Consumer Financial Services

ATLANTA – June 11, 2002 – Identity theft was the leading consumer fraud complaint in the U.S. last year, according to the Federal Trade Commission (FTC). Accounting for 42% of all complaints to the FTC in 2001, the theft of someone's personal information is the nation's fastest-growing crime. Armed with consumers' personal information stolen from intercepted mail or carelessly discarded credit card receipts, crooks typically open false bank and credit card accounts, pass bad checks, or set up cell phone service.

In response to this growing trend, CompuCredit Corporation, a marketer of general-purpose credit cards and related fee-based products and services, has chosen to partner with Online Insight to help their customers pinpoint and select the fraud protection services best suited for them based on their personal preferences. Online Insight is the only provider of solutions designed to help companies consistently sell products and services more quickly, predictably and profitably by aligning products that match customers' personal preferences, at the point of interaction, across all channels.

"Identity theft has been sharply on the rise over the past several years with thieves becoming much more sophisticated in how they steal consumer data," said Gregg Mahoney, president and chief executive officer at Online Insight. "Through our sales and marketing effectiveness solutions, we want to help CompuCredit customers find the right resources to protect themselves and better manage their credit information."

In June, CompuCredit will launch an interactive e-direct campaign, powered by Online Insight, targeting over 100,000 of its Aspire cardholders. The campaign will invite customers to select fraud protection products and services that match their unique preferences for features such as access to credit report and score, personal credit fraud alerts, protection from unsolicited marketing, credit education and annual subscription fee.

"We are extremely excited to be working with CompuCredit," said Mahoney. "We believe that learning what motivates their customers will help CompuCredit design and offer more beneficial products that will enhance customer relationships."

About Online Insight

Online Insight, Inc., is the only provider of solutions designed to help companies consistently sell complex products and services more quickly, predictably and profitably by providing real-time insights into the personal preferences of customers and aligning products that match stated preferences. Online Insight helps companies improve their sales and marketing effectiveness, enabling them to close more business, in less time, at a lower cost. As most relationship management solutions make assumptions based on dated demographic and historical transactional information, only Online Insight answers the crucial "WHY" question behind purchase motivations. Customer and partner alliances include Accenture, Beazer Homes USA, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, visit www.onlineinsight.com.