



NEWS RELEASE

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Syphr's SaveOnYourLoans.com Provides Consumers with Actual, No-Strings-Attached, Free Credit Reports

Following the Federal Trade Commission's new free credit reports disclosure ruling, SaveOnYourLoans.com provides consumers with bona fide, free credit reports.

Ferndale, NY – March 22, 2010 – Federal Trade Commission's (FTC) ruling regarding advertising for "free credit reports" now requires new disclosures to help consumers avoid confusing offers that do not actually turn out to be free of charge. In response to this FTC ruling, which starts April 2, 2010, Syphr's popular, consumer, loan evaluation website SaveOnYourLoans.com (<http://saveonyourloans.com>) will commence offering legitimate free credit reports and scores to those that qualify as a function of its RateMatch® analysis as of April 2.

"This offer isn't free as in 'free-if-you-purchase-something-else free,' or 'free as in we'll charge you later for something you didn't know you signed up for,' or 'free as in we now have the right to spam you,'" states Chris Langley, President of Syphr, LLC. "We're pleased to announce that it's a totally free credit report and free credit score – no catches, no trial subscriptions, and no credit card required. Consumers in the select markets we serve will greatly benefit from this move."

According to the FTC's ruling, organizations advertising "free credit reports" will require new disclosures to help consumers avoid confusing "free" offers with the no-strings-attached credit reports available at AnnualCreditReport.com, or 877-322-8228. Many "free" credit reporting sites often require consumers to spend money on credit monitoring or other products or services in order for them to receive their report. The FTC's Free Credit Reports Rule will require new prominent disclosures in advertisements for "free credit reports. For more information, visit <http://www.ftc.gov/opa/2010/02/facta.shtm>.



"Credit unions are in a position to wear the white hats on this issue – or, at least subscribers to SaveOnYourLoans.com are," says Chris Langley, President of Syphr, LLC, "So, just as Google gives away search results, we're working to leverage enough credit unions to give away a free credit report and score as a function of SaveOnYourLoan.com's RateMatch analysis and being matched to a local credit union that can save a borrower hundreds of dollars each month."

About SaveOnYourLoans.com

SaveOnYourLoans.com brings innovative, patent-pending technology to help consumers save money on their loans. By analyzing credit reports and credit scores, RateHound® will get to work, sniffing around to discover the best deals on all of the consumer's loans, and unlock potential savings month after month after month. RateHound helps consumers learn about saving on their rates, and refinancing their loans to get the best possible payments. For more information, visit <http://www.saveonyourloans.com>.

About Syphr, LLC

Syphr, LLC, is a technology and marketing CUSO that develops solutions for credit unions to provide them with the opportunity to reach prospective members via web-based channels. Working with Fiserv's Galaxy, Syphr developed CreditMine®, CreditMart™, iSwitchKit, and Member Relationship Plus solutions. Syphr's own RateMatch™ uses patent-pending technology to match participating credit unions with thousands of credit report purchasers per month. RateMatch compares the loans on these reports with those of participating credit unions, shows the consumer how they can save money, then sends the consumer's information to the participating credit union or bank. For more information, visit www.massxvelocity.com.

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