



NEWS RELEASE

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Equidata Launches Loan Evaluation Service as Value-Add for Credit Reporting Sites and Affiliates to Drive Traffic, Retain Members

Ferndale, NY – January 4, 2011 – [Equidata, Inc.](#), a single-source provider of credit information services and solutions, has launched [RateMatch](#)[®] loan evaluation service, an online platform for consumers to secure cost-saving deals on loan financing with a local, community-based bank or credit union through affiliate web sites.

Through the company's subsidiary, [Syphr, LLC](#), Equidata developed RateMatch as a value-add service for credit reporting affiliates to help them drive traffic, retain members, and generate revenue on their respective sites.

"Adding RateMatch to our credit information services is the perfect complementary piece that provides additional value to our affiliates," said Thomas Cucuel, President of Equidata. "Using this secure platform only adds value to the service our affiliates can provide to their respective members – which we believe provides for a unique online experience."

RateMatch's real-time, competitive network provides for loan payment savings scenarios and refinance offers that are consistent with a consumer's credit experience. RateMatch uses patent-pending technology to match consumers with participating credit unions and banks that can save them money.

"RateMatch does the heavy lifting for members that use our affiliated web sites so they don't have to shop rates or gather billing statements and can see how much they can potentially save based on their credit profile in real time," said Cucuel.



"We're very pleased with this launch," states Chris Langley, President of Syphr. "Not only does it provide a practical service for affiliates of Equidata to enhance their business, it extends the reach of our loan evaluation service."

About Equidata

Equidata, Inc., is a single-source provider of credit information services and solutions that enable credit unions to accelerate the lending process and make sound loan decisions. Equidata also enables credit unions to enhance their web site content by delivering private-labeled credit retrieval, monitoring and resolution services to their online users. For more information, visit: www.equidata.com.

About Syphr, LLC

Syphr, LLC, is a technology and marketing company that develops credit solutions to help companies engage customers via web-based channels in new and compelling ways. For more information about RateMatch and the loan evaluation service it supports, visit www.massxvelocity.com.

RateMatch™ uses patent-pending technology to match participating credit unions with credit report purchasers per month. RateMatch compares the loans on these reports with those of participating financial institutions, shows the consumer how they can save money, then sends the consumer's information to the participating credit union. For more information, visit: www.massxvelocity.com.

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