



FOR IMMEDIATE RELEASE:

CMC Wins Circle of Excellence Award

CMC CEO Vytas Kisielius named in the Marketing Category

Wilmington, DE., October 5, 2012 – Collections Marketing Center (CMC) joined over 350 executives gathered in Philadelphia last night to watch as 10 CEO's from across the region were recognized with this year's Circle of Excellence Award. The awards, sponsored by SmartCEO magazine, honor local business leaders who exemplify excellence in 10 distinctive categories. Taking the award for his achievements in the Marketing category was CMC's CEO, Vytas Kisielius.

Since its inception in 2006, CMC's core principle has been to provide clients a platform that fully enables a marketing approach to collections. CMC's managed service solutions effectively automate collections operations and go one step further to provide treatments, offers and communications that are geared to each unique customer's needs and responses. Vytas has led the success of CMC, by understanding how significantly the customer experience can improve by managing the complete customer dialogue even in collections, when customers may be facing challenging personal and financial situations.

Smart CEO magazine Group Publisher, Jaime Nespor, commented, "The Circle of Excellence finalists have shaped the greater Philadelphia business community in ways that have not gone unnoticed. They are distinguished leaders in their fields of business and have found unbelievable success. We are proud to recognize them for their achievements and excellence. They have set the bar high and are admirable role models."

The 30 finalists are featured in the October issue of SmartCEO magazine. CMC CEO, Vytas Kisielius said, "While I am personally honored by this recognition, the real honorees are the entire CMC team, delivering innovation and value for our clients each and every day."

About Collections Marketing Center

Collections Marketing Center, Inc. (CMC) offers a pioneering *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.cmccagile.com or call (302) 830- 9262.

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