



FOR IMMEDIATE RELEASE:

CMC Appoints Gregory Bell as Chief Financial Officer

Wilmington, DE., August 7, 2013 – Collections Marketing Center, Inc. (CMC), the leading provider of comprehensive customer experience management solutions for global lenders, today announced that Gregory Bell has joined the company to serve as the Chief Financial Officer.

Mr. Bell brings over 20 years' experience as a CFO for high-growth, entrepreneurial companies in the software, healthcare and life sciences industries. Prior to joining CMC, Mr. Bell was the Americas' Region Chief Financial Officer for International SOS, a leading global medical and security assistance company.

"I am very excited to join the outstanding team, both employees and investors, already in place at CMC. I look forward to helping further accelerate growth and financially manage the Company as we expand our product offerings and global footprint", remarked Mr. Bell.

"We are delighted with the experience and capability Greg brings to our management team", said CMC CEO Vytas Kisielius, "and we look forward to his help in assuring our rapidly-expanding business maintains its focus as we enter new industries, geographies and markets."

Mr. Bell has a B.S. in Accounting from the Pennsylvania State University and is a Certified Public Accountant.

About Collections Marketing Center

Collections Marketing Center, Inc. offers pioneering customer experience management solutions that enable lenders to deploy completely synchronized offers, contacts, workflows, content and treatments across credit card, real estate, student, and installment loan products. The company's CredAgility™ platform is helping a rapidly growing number of top lenders automate business processes, optimize the effectiveness of their resolution strategies, and realize efficiency gains and improved customer engagement. The company's flagship FlexCollect® solution, for example, is helping creditors improve their borrowers' experience while posting large efficiency and effectiveness gains while dramatically improving compliance. For more information, visit www.cmcagile.com or call 302-830-9262.

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