

DATATrue Debuts ALERT1One™ Skip-Trace Database – Discount Pricing Offered to TARA Members

Spear-headed by Buddy's Home Furnishings CFO, Terry Beville and the Florida Rentals Dealers Association, DATATrue recently announced the national release of ALERT1One™, creating the RTO Industry's most comprehensive back-end skip-trace database ever.

ALERT1One is now available to all TARA members at a discounted monthly subscription rate as a result of TARA membership!

"The executive and development teams at DATATrue have worked closely with members of the FRDA for over 8 months in the development of ALERT1One™, says Dan Jobrack, DATATrue Vice President of Sales. "The result is the first comprehensive skip-trace database exclusively designed to solve the Rent-To-Own Industry's need to find skipped rental customers."

Deemed in full FRCA compliance by Ed Winn, General Counsel for the APRO association, ALERT1One™ is a skip-tracing database that allows subscribing companies to electronically share charge-off and/or skip/stolen records between companies on the back end. Fully integrated with DATATrue's front-end customer verification services, ALERT1One™ is also the only skip/stolen/charge-off database to provide subscribers instant email alerts of current activity of these mutual customers.

Here is how the ALERT1One™ back-end skip-trace database works:

Subscribers electronically submit charged-off skip/stolen records to ALERT1One™ on a monthly basis. Automatic exports or other methods of transmission are currently available from all RTO Software packages.

If a skipped customer from *ABC Rent-To-Own* attempts to rent merchandise or conduct any business from *XYZ Rent To Own*, and *XYZ Rent-To-Own* is a DATATrue subscriber (front end OR Alert1One™) and verifies the potential customer's social, address, telephone etc. through the DATATrue online system, *ABC Rent-to-Own* is instantly emailed their skipped customer's current contact information.

Subscribers to ALERT1One™ can also log into the DATATrue system at anytime and, for back-end skip-tracing collection purposes, view DATATrue inquiries made on a particular skipped customer submitted by other DATATrue users, as well as view charged-off account data from other ALERT1One™ subscribers. Shared charge-off information provided generally includes: Customer Name, Address, Telephone, Original Rental Date, Current Balance, Past Due Balance, Terms, Date Last Paid, # Of Payments Made, # Of Bad Checks, # Of Times Late Over 30 Days, # Of Times Late Over 60 Days, # Of Times Late Over 90 Days, and Merchandise Stolen. (See attached copy of an ALERT1One™ Skip-Trace Report)

Unlike other previous unsuccessful attempts at skip-trace databases, ALERT1One™ is not simply a subscriber-based system, rather ALERT1One™ subscribers benefit from inquiries and front-end customer verification results submitted by **all** current DATATrue users (20,000+ to date) including: RTO's stores, payday loan operators, Finance and Short-term loan companies, title and signature loan companies, hospitals, cell phone providers and more.

TARA members receive a 50% discount off the regular retail subscription rates, plus –

FOR A LIMITED TIME ONLY:

An additional special discount is now being offered:

New TARA ALERT1One™ subscribers who upload 12-18 months of charged-off's within the first 90-days will receive an additional 15% discount for 90 days. New TARA subscribers who upload 24-36 months of charged-off's within the first 90-days will receive the same 15% discount for 6-months.

For more information on ALERT1One™ or any of DATATrue's identity verification and electronic banking services, visit us at www.datatrue.net or contact RTO Executive Account Manager, Steve Lenhart at: 662-253-5014 or email steve@datatrue.net.

ALERT1One™



Real Time Reports – Alert1One Skip/Stolen Information

Match Results - 11/25/2008

Customer: CAROL A PUBLIC SSN: 59xxxxxxx DOB: 01/23/67 DL: FL123456789
3734 Crescent Dr. Your Town FL, 33270 Phone: 555-123-4567

Provided By: XXXX Home Furnishings Member # - 1935
Your Town, FL, 33619 xxxx-5461,

Last Reported 11/25/2008	Opened 06/14/2006	Highest Credit \$2699.00	Current Balance N/S
Past Due Balance N/S	Terms \$49.00 X W104	Current Status 9 - SKIP	ECOA
Date Last Paid 08/14/08	No. Bad Checks 2	No. First Late Notice	No. Payments Made 102
Total	No. Late 30 Days 7	No. Late 60 Days 3	No. Late 90 Days 2
Locate Indicator	Collateral Recovery	Type of Collateral E TV BIG SCREEN	

Last Reported 11/18/2008	Opened 10/12/2007	Highest Credit \$659.00	Current Balance N/S
Past Due Balance N/S	Terms \$15.00 X W78	Current Status 9 - SKIP	ECOA
Date Last Paid	No. Bad Checks 0	No. First Late Notice	No. Payments Made 35
Total	No. Late 30 Days 2	No. Late 60 Days 1	No. Late 90 Days 0
Locate Indicator	Collateral Recovery	Type of Collateral J CHAIN/NECKLACE	

Real Time Reports – Inquiry History

11/25/2008 15:11

CPL Group, dba Rent King 4440 E Adamo Dr., Tampa, FL 33605 Tel: 813-241-0607

11/18/2008 12:23

RNR Custom Wheels & Tires 14620 N Nebraska Ave Ste B., Tampa FL 33613 Tel: 813-977-9800

10/27/2008 11:21

Mr Money Cash Advance, 8340 N Dale Mabry Hwy., Tampa, FL 33618 Tel: 813-241-7834

07/17/08 17:08

Badcock Home Furnishings & More 5435 N 56th St., Tampa, FL 33610 Tel: 863-425-7646