

For Immediate Release

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IMPACT DATA ANNOUNCES NEW BOARD MEMBER

Collections Icon and Industry Heavy Weight Joins Impact Data Board

Scottsdale, Arizona, November 5, 2009. Impact Data, a geo-economic modeling company, has appointed a distinguished leader to its board of directors, effective immediately. The new board appointee, John D. Rousseau, has a lengthy background in all areas of risk management. He has accumulated many professional achievements and industry recognitions throughout his esteemed career. "John Rousseau is truly a pioneer in the field of collections and will bring a wealth of experience and value to the board," said Dave McLurg, Chairman and Chief Executive Officer at Impact Data.

Mr. Rousseau received an industry lifetime achievement award in 2005 and was recognized as one of the Top 50 Most Influential People in the collections industry by *Collection Advisor Magazine* in 2009. Mr. Rousseau is known as a visionary leader in the debt collections and risk management arenas. With his innovative approach, he started the debt buying / debt selling market in 1987 during his tenure at Bank of America. Since then, he has bought, sold or managed over \$12 billion in debt purchases. "I have yet to meet, despite my numerous industry contacts, John's equal in his areas of expertise," said Brian J. O'Hare, former Executive Vice President at Bank of America.

From 2004 to 2007 Mr. Rousseau was Executive Vice President at West Asset Management, one of the nation's top ranked accounts receivable companies. He worked for American Express as a Director from 1996 to 2001 where he was responsible for internal and external collections in 34 foreign markets. He consulted for Goldman Sachs managing a successful \$22 billion dollar portfolio purchase. "John Rousseau is known as one of the most catalytic and innovative thinkers in the credit card risk management and collection agency industries," said Tom Oliver, Senior Manager Operations, Hyundai Motor Finance Company. He is constantly sought after by industry leaders for his advice and insights.

Mr. Rousseau currently provides risk management consulting services for CEOs and executives. He resides in Phoenix, Arizona.

About Impact Data

Impact Data is a leading provider of geo-economic analytic solutions that increase the profitability of customer interactions. It assists industry leaders in identifying the most profitable customers, thus enhancing targeting efforts to optimize strategies and touch-points throughout the customer life cycle, from early customer management through to the extending, managing and recovery of debt.

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