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August 4, 2005

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ADVANTAGE CREDIT STAYS AFLOAT DURING THE SECOND MAJOR HURRICANE IN TEN MONTHS

PENSACOLA, FLA. --- Pensacola received considerable damage and widespread power outages when Hurricane Dennis landed between Pensacola Beach and nearby Navarre Beach on July 10; however, Advantage Credit's report engine continued to send out electronic credit reports throughout the storm.

Advantage Credit, headquartered near downtown Pensacola, tested significant investments made in its data center in recent years, including provisions against hurricanes, flooding and other natural disasters with power and data redundancy systems, just ten months ago with the landfall of Hurricane Ivan, also a category three storm causing widespread damage in the Florida panhandle. The company's emergency generator allowed Advantage Online™, the company's credit reporting engine, to continue delivering reports with only brief impact even while electricity services for the entire region were unavailable. During Hurricane Dennis, Advantage Credit was again able to provide service to its clients across the nation.

Pamela Stewart, an Advantage client, told an Advantage Credit representative, "I am amazed that you had a staff at all this week with all the bad weather you have had this past year. It is unbelievable. It is a pleasure to work with you guys."

Three technical systems managers—Shawn Stephen, Mason Evans and James Walker— took cover in the data center, which is below street level and still above sea level, during the

-MORE-

ADVANTAGE SUPPLIES SERVICE IN HURRICANE /Pg. 2 of 3

hurricane, trying their best to maintain the system.

“I feel so safe in our data center that I returned from the Bahamas just to ride out the storm there,” said Stephen.

At approximately 12 p.m., before Dennis’ eventual landfall around 2:30 p.m., hurricane force winds began to pelt Pensacola and surrounding areas. The wind knocked out power and activated the generator at Advantage Credit. The staff immediately began restorative power operations with all systems remaining operational throughout the transition. By 4 p.m. on Sunday, the wind speeds dropped below tropical storm force, and by 10 a.m. July 11, the utility power had been restored.

“I was really impressed with the way the building and our systems held up to the force of this storm,” said Evans. “We’ve learned a few lessons from last year’s Hurricane Ivan, so we put those lessons to good use.”

Advantage Credit’s available staff diligently worked through the hurricane Sunday through Monday, clearing the backlog of service requests while beginning site clean up, and by July 11, services to customers resumed to one hundred percent.

“Establishing that our colleagues and their families were safe was the priority focus Sunday and Monday,” said Marie Adams, Advantage Credit executive vice president. “Our staff members were available for customer care, support and service the day of the hurricane, the evening following the landfall and the day afterwards. On Tuesday, after Dennis had passed through, we were back to a full staff and processing requests at normal speeds.”

“We are dedicated to getting crucial credit services to clients, their lenders and borrowers,” said Mark Simms, president of Advantage Credit. “We invested in a reliable data center, which houses Advantage Online™, years ago for the sole purpose of customer support and service. The data center has proven to be all we had wanted and more as it has withstood two

-MORE-

ADVANTAGE SUPPLIES SERVICE IN HURRICANE /Pg. 3 of 3

major hurricanes in the span of ten months.”

Tim Handley, Advantage Credit chief executive officer and founder, and Simms continued to support the recovery process by supplying necessary goods and services to the staff. Clean water, meals, childcare, tools and other critical supplies and services were made available on site while many of the employees were still without power in their homes.

For more information, contact Amber Jackson at 800.600.2510 ext. 2471 or via e-mail at ajackson@advantagecredit.com.

About Advantage Credit

Founded in 1991, Advantage Credit is a wholly owned subsidiary of Advantage Plaza, Inc. The company provides credit reports and related services to some 7,000 mortgage brokers and other customers through Advantage Online, and is a 5-time Inc. 500 “Hall of Fame” winner. For more information, contact Kelly Gontarski at 800.600.2510, or via e-mail kgontarski@advantagecredit.com or visit advantagecredit.com.

About Advantage Plaza

Advantage Plaza Incorporated, headquartered in Pensacola, Fla., was founded in 2000 as a holding company for several information technology companies. The company operates and holds four subsidiaries: Advantage Credit, specializing in mortgage credit reporting; TruApp, providing mortgage fraud detection; ERS Hire, offering background and pre-employment screening services; and Citadel Financial Group, focusing on collection services. Advantage Plaza’s primary and core company, Advantage Credit, is known for being a five-time Inc. 500 “Hall of Fame” winner. For more information on the companies of Advantage Plaza and their product offerings, visit any of the following websites: advantagecredit.com, truapp.com, ershire.com and citadelfinancial.net.

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