

**FOR IMMEDIATE RELEASE**

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**FIVE CONSECUTIVE WINS LANDS ADVANTAGE CREDIT  
IN THE *INC. 500* HALL OF FAME**

PENSACOLA, FL, October 22, 2003 -- Advantage Credit gained entry into the exclusive *Inc. 500* Hall of Fame with its fifth consecutive win this month, while being named the 443<sup>rd</sup> fastest-growing private company in America by *Inc.* magazine.

"I am proud beyond belief," said founder & CEO Tim Handley. "Making the list even once means you've experienced extreme growth for 5 years, and making the list for 5 straight years means the extreme growth pattern is a decade long—no small accomplishment," he continued.

The ranking reflects Advantage Credit's 5-year growth rate of 380%, with sales growing from \$3.79 million in 1998 to \$18.23 million in 2002. Handley credits the company's 2002 performance to high customer retention rates and strong corporate account activity in the mortgage credit reporting sector. Advantage Credit serves some of the largest mortgage brokerages in the U.S., including Allied Home Mortgage and Cartaret Mortgage.

No other Pensacola company has appeared 5 times. "To be recognized as one of *Inc. 500*'s fastest growing firms is a distinct honor, placing Advantage Credit among an elite group of America's most successful companies," said Dr. Ed Ranelli, Dean of the College of Business at the University of West Florida. "Achieving this recognition for 5 consecutive years is rare, and a tribute to the management and staff of Advantage Credit," he added.

The 5-time Hall of Fame placement underscores the company's success in maintaining high growth compared even with *Inc. 500* peers across the nation. Only 65 companies in the award's 22-year history have entered the *Inc. 500* Hall of Fame. Only 12 have had 6 appearances, and 2003 saw two 7-time winners. "It's difficult to grow that quickly, and even more difficult to survive hyper growth. We have done both and created a unique, rewarding work environment along the way," commented Advantage executive vice president Marie Campbell. "New markets and strategies planned for 2004 and beyond will help us continue our huge momentum," added Campbell.

**About Advantage Credit**

Founded in 1991, Advantage Credit is a wholly owned subsidiary of Advantage Plaza, Inc. The company broke into the *Inc. 500* first in 1999. For more information, contact Julie Jordan, V.P. of Marketing, at (800) 600-2510, or email to [jjordan@advantagecredit.com](mailto:jjordan@advantagecredit.com), or visit [www.advantagecredit.com](http://www.advantagecredit.com).

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