

FOR IMMEDIATE RELEASE

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Advantage Credit International

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**INDUSTRY VETERAN BROUGHT ON AS
NEW PRESIDENT OF ADVANTAGE CREDIT**

PENSACOLA, FLA. --- Advantage Credit International, Inc., an industry leader in data-driven, web-based mortgage credit reporting headquartered in Pensacola, Florida recently appointed Ron Litt as president. Litt, who will preside over all operations of the five-time *Inc.500* winning company, brings over 41 years of expertise and experience in the information and mortgage industry to the organization.

“It is the right time in Advantage Credit’s growth cycle to bring in an industry heavy hitter like Ron,” said Mark Simms, president of Advantage Plaza, the holding company of Advantage Credit International. “We are keenly focused on growth, which technically and operationally, we are poised to accommodate. Ron has the creativity, experience, industry contacts and leadership skills that will allow us to hit the numbers we are looking for.”

Litt, formerly senior vice president of retail operations at MortgageIt, was responsible for the selection and rollout of a new LOS system for the retail division. He also oversaw operations of MortgageIt’s Home Closer, a business providing title and settlement services for MortgageIt’s retail branches.

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ADVANTAGE CREDIT BRINGS ON INDUSTRY VETERAN /Pg. 2 of 3

Previously, Litt served as senior vice president and chief technology officer at Allied Home Mortgage Capital Corporation; the nation's largest mortgage brokerage. His responsibilities included more than 1,000 bi-lingual e-commerce websites for its branches and field originators. He was also responsible for Allied's corporate computer and communications network technology.

When he joined Allied in 1998, he focused on a commitment to enable the use of technology to close more loans in less time and improve productivity. In June of 2000, he guided Allied through the first paperless mortgage closing and in 2001, released Allied's Approval Express Service, which permitted consumers to apply online and receive an immediate Freddie Mac decision. He was also responsible for other technology innovations including a proprietary vendor management platform, an integrated imaging system for originators, an automated Do Not Call monitoring system and the adoption of Truapp, the first point-of-sale fraud prevention system. Litt's contributions helped Allied fund \$15 billion in residential loans through its 700 branch locations in 2003, making it the largest mortgage broker in the U.S. according to National Mortgage News. As a result, Allied was named to *Mortgage Technology Magazine's* "Top 25 Tech Savvy List" for 2003 and 2004.

"The implications of what Ron can provide are tremendous," said Marie Adams, executive vice president of Advantage Plaza and vice president of operations for Advantage Credit. "We feel that Ron will be very influential in the further development of our services, technology and ultimately, our market share."

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ADVANTAGE CREDIT BRINGS ON INDUSTRY VETERAN /Pg. 3 of 3

Prior to his career in the mortgage industry, he had a private consulting practice, did work for NASA as a consultant on the Space Shuttle program and the early Mercury manned program and worked under contract to the Pentagon on various classified computer network projects. Ron is a graduate of New York University with degrees in Electrical Engineering and Mathematics.

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 x2297, 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. Also for more information, contact Kelly Gontarski at 800.600.2510 x2297, or via e-mail kgontarski@adin.net.

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