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ADVANTAGE CREDIT TO EXTEND SERVICES OF RIGHT PATH MARKETING

PENSACOLA, FL – Advantage Credit International, an Advantage Plaza company and a five-time *Inc. 500* winner, is proud to offer its clients the technology-driven marketing services and products of Right Path Marketing.

Right Path Marketing was started to provide its clients a single storefront to build and maintain their marketing programs. The company's goal is to increase its clients' revenues and marketing resources. With these resources, Right Path Marketing provides efficient, time-tested products and services such as lead generations, targeted mail, referral business, promotional products and marketing materials, signs, closing gifts and mortgage coaching sessions.

"Right Path Marketing is a great fit for Advantage Credit, as they advance in their service and product offerings through technology," said Mark Simms, the president of Advantage Plaza. "Clients of Advantage Credit can now have the comfort of marketing support with cutting-edge services."

"All strategic alliances should produce positive results for both parties,"

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said Mike Ratchford, the president of Right Path Marketing. “For us Advantage is outstanding. We have a great synergy that I think will be very profitable for both organizations and our clients.”

For more information, contact Amber Jackson at 850.439.2471 or via e-mail at ajackson@adin.net.

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.