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## **FOR IMMEDIATE RELEASE**

### **Summary: Smyth Family of Companies announces a change of name to SMYYTH**

SMYYTH - A new brand for a 105-year-old leader in Credit-to-Cash Services and Technology

South Plainfield, NJ—April 19, 2010—The Smyth Family of Companies, after 105 years, is changing its brand to SMYYTH, and will be found at [www.SMYYTH.com](http://www.SMYYTH.com).

Smyyth is a provider of advanced business credit, accounts receivable, and profit improvement solutions, integrated through proprietary Internet technology. This best-in-class technology includes Smyyth's just released RATIONALi™ Credit Management Interface, the RationalScore™ Credit Scoring system, and the Carixa™ Customer Financial Management & Credit-to-Cash technology, engineered for mid-market and large enterprises.

John Metzger, Chairman, said "Smyyth has a unique business model in its industry, providing end-to-end outsourcing, services, and technology to support the B2B credit-to-cash cycle, including technology designed by industry experts. And, now we finally have a name as unique as the business itself."

"The company was founded in New York City in 1906, the same year as the Great San Francisco Earthquake, and the year the Dow Jones closed above 100 (100.26). The founders, long gone now, would agree that it is time for us to end confusion between similar names to enable customers to find us more easily. Consequently, we are proud to announce a new and one-of-a-kind identity under the SMYYTH banner," Metzger continued.

Smyyth manages the entire credit-to-cash continuum, integrating services with powerful, next-generation Internet systems that streamline operations, slash costs, and increase profits. SAS 70 Certified.

By putting Smyyth's experts and technology to work, companies will improve cash flow, profits and productivity.

**About Smyyth**  
**www.smyyth.com**  
**Customer Financial Management Solutions**  
**Optimized Credit-to-Cash Operations**

**Smyyth** provides Credit-to-Cash services and technology, including credit risk protection, accounts receivable, collection, deduction, and profit recovery, integrating services with powerful, next-generation systems that streamline operations, slash costs, and increase profits. Built on Six Sigma principles and SAS 70 Certified. [www.smyyth.com](http://www.smyyth.com)

**RATIONALi™** Credit Risk Management by Smyyth is modular, starting with actionable business and payment data, risk ratings, and industry analyst credit opinions, and graduating to powerful RationalScore custom credit lines using client's policies and rules. We call it Credit Made Easy™, empowering the credit professional without the hocus-pocus. RATIONALi covers 17 million businesses, with industry-centric groups. A seamless integration with Carixa provides a total corporate credit "Command, Control and Workflow" system.

**OUTSOURCING.** With Smyyth's deep domain expertise and best-in-class technology, we provide outsourcing and turnkey project cures for chronic backlogs of Accounts Receivable, Collections, Customer Deductions, Reconciliations, even Profit Recovery Programs for post audits and trade promotions. Call Smyyth to unfreeze cash flow and recover deduction losses.

**CARIXA™** Customer Financial Management & Credit-to-Cash Technology by Smyyth is an unmatched, web-based system that manages credit risk, dramatically accelerates cash flow and collections, increases deduction recoveries, and slashes overhead by automating routine tasks. Carixa includes customizable workflow, rules, and controls for all credit-to-cash operations, including corporate credit, collections, deductions, reconciliations, proofs of delivery, sales tax certificates, cash application, A/R accounting, and more. Integration is easy, with implementation taking only a couple of weeks.

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