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THE CREDIT COLLECTIVE

“THE CREDIT COLLECTIVE” RECEIVES ENDORSEMENTS FROM KEY INDUSTRY GROUPS

NSSEA, GAMA and the CTA Urge Their Members To Use The Credit Collective’s Services

Evergreen, CO—(January 22, 2008) *The Credit Collective* is moving into 2008 with endorsements from several industry organizations. The National School Supply and Equipment Association (NSSEA), the Game Manufacturers Association (GAMA) and the Canadian Toy Association (CTA) are highly recommending the use of *The Credit Collective* to help protect their supplier members against bad credit risks.

Here’s what each organization had to say about *The Credit Collective*:

“NSSEA staff has been working on an issue/problem affecting all NSSEA manufacturer members—credit and collections. Our research has led us to *The Credit Collective*. We heartily endorse this unique and effective service.”

*Tim Holt, President and CEO,
NSSEA*

“In today's marketplace a healthy accounts receivable is of paramount importance to CTA Member's. *The Credit Collective* provides a unique forum for the exchange of credit references, for companies both North and South of the border. This allows members to make informed credit decisions. CTA is pleased to endorse this service to its members.”

*- Sheila Edmondson, Executive Director,
Canadian Toy Association*

“Offering credit to another business is harder and harder these days. When you receive information from a potential debtor you get the best picture that they can paint. A service like the Credit Collective is key to doing business in the current climate as this service can provide a *real* picture of a company’s payment history to you.”

*Anthony J. Gallela, Executive Director
Game Manufacturers Association*

The Credit Collective, LLC is the most innovative and cost-effective means of gathering business intelligence about retailers since Dunn & Bradstreet. Created by small to mid-sized toy, game

and educational manufacturers its goal is to strengthen markets by protecting suppliers' accounts receivables, improving their cash-flow and increasing their sales. Using the power of the internet, *The Credit Collective* has formed a sizeable community comprised of American and Canadian companies who exchange daily credit references, alerts and qualified sales leads about thousands of toy, educational, game, hobby, craft, school supply and educational retailers.

All three of these trade groups have also gone so far as to invite *The Credit Collective* to conduct seminars on "Credit and Receivables Protection and Management" at their 2008 national trade shows.

The endorsements mean that important trade groups believe membership in *The Credit Collective* can directly and significantly improve the financial health of their nearly 2,000 manufacturer/publisher/wholesaler members. The associations are promoting *The Credit Collective* on their websites, in their e-newsletters, their print newsletters and their new membership packets.

In addition to the seminars, each of the three trade groups is providing *The Credit Collective* booth space on the exhibition floors of their 2008 conventions in order to allow members to meet and learn about *The Credit Collective*. Members will receive special discounts and incentives on *The Credit Collective's* membership and service fees as a perk of their trade association membership.

Additional services from *The Credit Collective* include pre-collections and qualified mailing lists. Plus, its ongoing collective bargaining efforts have yielded its members substantial savings on collections, credit card processing fees, freight optimization and freight auditing.

Visit www.creditcollective.com for more information on the company and its services.

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