



THE CREDIT COLLECTIVE

For Immediate Release:

## BIRDDOG SOLUTIONS & THE CREDIT COLLECTIVE OPTIMIZE MORE THAN JUST FREIGHT

### *BirdDog Solutions and The Credit Collective Announce Strategic Affiliation*

Andover, MA and Evergreen, CO (February 12, 2008) – The two companies today announced a strategic affiliation in which BirdDog Solutions will provide services to member companies of The Credit Collective. The terms of the agreement between the two privately held companies were not disclosed.

The strategic affiliation brings together the two dominant service providers in their segments. BirdDog will provide their world class small parcel auditing, freight auditing, and contract optimization services.

"This strategic partnership gives us unprecedented ability to help Credit Collective members reduce their freight expenses through access to our audit, cost recovery, and optimization services," said Carter Perez, Vice President of Sales for BirdDog Solutions. "Credit Collective members have immediate access to solutions to help them reduce what is often their third largest line item expense - transportation costs."

"Besides providing vital sales and credit intelligence, it has always been our goal to optimize our members' cash flow and profitability," said Ron Solomon, President and CEO of The Credit Collective. "We've already negotiated cost-saving partnerships in the collections, legal and credit card processing areas, but the affiliation with BirdDog Solutions will save our members money in one of their largest expense categories."

#### **About BirdDog Solutions**

BirdDog Solutions is the leading provider of contingency-based Parcel Shipping Optimization services, serving large volume users of small parcel carrier services. The company is the first in the industry to integrate carrier contract negotiation with comprehensive invoice auditing, payment processing, recovery services, and advanced reporting-collectively reducing clients' parcel shipping expenses by an average of at least 10 to 20 percent. BirdDog is a Nevada corporation with its executive headquarters in Andover, MA and back office operations in Omaha, NE. For more information visit the company's website at [www.birddog.com](http://www.birddog.com).

## **About The Credit Collective**

Created by toy, game and educational manufacturers at the American International Toy Fair in 2004, The Credit Collective is an innovative online service that helps companies with credit references, sales leads, accounts receivables management and more. The company's nearly 150 members benefit from a proprietary, peer-to-peer intelligence-gathering model that simplifies getting real time risk information on specialty retailers. Additionally, its unique system creates thousands of targeted sales leads that are pre-qualified for terms, which eliminates the bottleneck between credit and sales. For more information visit the company's website at [www.creditcollective.com](http://www.creditcollective.com)

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