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THE CREDIT COLLECTIVE'S NEW "MAPP ALERT SYSTEM" LEVELS THE VIRTUAL PLAYING FIELD

The Credit Collective Launches MAPP Alert System

Evergreen, CO (2/10/2012) – The Credit Collective today announced the launch of its newly developed *MAPP Alert System*. The MAPP Alert System allows members of The Credit Collective's extensive creditor's network to notify one another about ecommerce sites that violate minimum advertised pricing policies. The MAPP Alert System will be provided to all "Plus Level" Credit Collective members.

Additionally, for the first time in its seven-year history, The Credit Collective is allowing non-members, like retailers, ecommerce sites and sales reps, to enter MAPP Alerts, at no charge. "Besides eroding brands, ecommerce MAPP violations are crippling brick-and-mortar specialty stores," says Ron Solomon, CEO of The Credit Collective, "so if a retailer knows of a violation, it's in that store's best interest to inform our network about it."

Solomon noted that the MAPP Alert System was created in response to member demand. "During our annual meeting at last year's ASTRA convention, our members were adamant that we should create a way to help them find MAPP violators. They not only needed a way to warn each other, but they also wanted to give the retailers a voice. Adding the service to our SmartAlert system was a great solution."

Minimum Advertised Pricing Policies (aka "MAPP") have been a very important topic of conversation within the manufacturing and retail industries. Because of their lower expenses and higher-margins, ecommerce websites can sell products far below the suggested retail price. This discounting practice has created an unlevel playing field, causing brick-and-mortar stores to lose sales at an alarming rate. It has also been shown to diminish the brand value that manufacturers create through the use of suggested retail prices.

For many vendors, finding out which ecommerce websites are violating their MAPP isn't that difficult. The main challenge is in finding out who actually owns the websites. Some retailers operate multiple websites and smaller ecommerce sites on Amazon and eBay purposely keep their contact information hidden. However, once the MAPP Alert is entered into The Credit Collective, the MAPP Alert system will cross-reference that data with the nearly 50,000 accounts in its database and find out if it's actually operating under another name.

ABOUT THE CREDIT COLLECTIVE

Created by children's products manufacturers, The Credit Collective is the largest creditors' network in the North American Children's industries. The company's proprietary system protects markets and the companies that sell within them by helping safeguard suppliers' accounts receivables, improving their cash-flow and generating qualified sales leads that are pre-approved for credit. Through its innovative and easy to-use website, The Credit Collective has connected over 500 companies.

The Credit Collective is endorsed and/or recommended by ASTRA, CTA, GAMA, JPMA and NSSEA.

For more information contact 303-670-5111, email cs@creditcollective.com or visit their website at www.creditcollective.com.