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NEW INVESTORS IN MAPP TRAP MEANS AN INVESTMENT IN PROTECTION FOR PREMIUM BRANDS

Evergreen, CO (March 27, 2014) – MAPP Trap, a sophisticated internet search system that helps companies to monitor and identify price-discounting online sellers, has recently received a sizeable infusion of cash. The investment will be used to enhance the company’s ability to conduct broader and deeper searches of ecommerce sellers, and to improve its user interface and reporting mechanisms.

Launched in 2012 by The Creditors Network, the MAPP Trap system helps manufacturers police and enforce their Minimum Advertising Price Policies efficiently and effectively. The addition of capital means MAPP Trap can do an even better job of easing the problem being caused by these 3rd party marketplace sellers who are diminishing premium brands by hyper-discounting practices.

In addition to enhancing its capabilities to determine the true identities of violating 3rd party merchants, the company will use the funds to finish developing tools for policy enforcement. Working with its current users to automate their manual tactics, the enhancements will include boilerplate uploads for enforcement documents, CRM capabilities, enforcement tracking and success matrixes.

New logic and algorithms will widen MAPP Trap’s net by allowing it to search an ever-expanding array of marketplace websites.

“It’s no surprise that our users want to watch more of these sites,” according to co-founder Ronald Solomon. “Besides Amazon and eBay, 3rd party marketplaces like Rakuten.com, Sears.com, Walmart.com and others are expanding. Because the barriers to entry are so low for this type of online seller, there has been an influx of highly unprofessional and uneducated merchants. They don’t need brick-and-mortar storefronts, dedicated ecommerce sites or even a basic understanding of the products they sell. And in the case of Amazon FBA sellers, they don’t even need to warehouse or fulfill their orders.”

In this day and age, understanding and controlling online distribution is a business practice that all specialty manufacturers need to employ. However, with funds also going to complete MAPP Trap’s new, proactive tool called i-Reports, Solomon hopes to help companies avoid having issues in the first place. I-Reports, currently in a beta stage of development, give users the ability to research a merchant’s on and offline aliases, their selling practices, and even The Creditors Network credit histories *before* they open the account.

“It’s much easier to avoid enforcing MAP by not working with known, chronic violators in the first place. My operating principle and the guiding philosophy behind our business is ‘Be Proactive.’ Don’t

wait until you have a problem you need to fix. Make sure you don't get the problem to begin with!" Solomon said.

ABOUT THE CREDITORS NETWORK

Created by children's products manufacturers, The Creditors Network is the largest suppliers' network in the North American Children's industries. The company's proprietary system protects markets by safeguarding suppliers' accounts receivables, improving their cash flow, generating qualified sales leads, policing MAP Policies and more. Through its innovative and easy to-use website The Creditors Network has connected over 500 companies.

ABOUT MAPP TRAP

MAPP Trap is a proprietary search engine created and administrated by The Creditors Network. The service automatically monitors ecommerce sites to find advertised price violations. It then "traps" the links to those violations and identifies the eMerchants so the manufacturer knows who to contact for policy enforcement. While many companies attempt to do the searching on their own, it's a huge time commitment that incurs unbalanced labor costs, and it's largely inefficient in comparison to a system that can perform millions of searches in seconds.

One of the hallmarks of MAPP Trap is that it identifies unknown or "ghost" sellers. When the search engine finds a violation, it does additional searches to find information strands (merchantDNA) about the seller(s). That information gets cross-referenced through The Creditors Network's massive database in order to discover the vendor's true identity.

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