



Crednology Holding Corporation
P.O. Box 1450
Milledgeville, GA 31059
PH. 706-484-0646
FX. 678-401-0337

**Rusty M. Bresse, President of Crednology Holding Corp. Publishes New Article Titled
"Accountability"**

EATONTON, GA. - There are various reasons why I decided to open Crednology, Inc. in 2002, the nation's first Online Credit Management Company. One word in particular comes to mind, "Accountability." Credit data and credit scoring have become such a valuable commodity throughout the years, particularly during the past ten. For over 20 years, I felt it was time a company existed that could link the consumer, creditor, and credit bureaus together in a positive manner that was beneficial to all parties.

My first thoughts in 2002 were focused on how to surmount the blame game, the game that started long-ago in that historical garden. There are a minimum of four unique players incorporating the credit blame game; the consumer, creditor, credit bureau, and credit companies. They all seem to excel at playing this game.

I will start with the consumer. Commonly heard statements include; "I didn't know my credit would be affected if I didn't make my payment on time," "I really don't understand credit scoring," "They didn't teach me about credit in school," "The credit bureaus aren't reporting my credit right," and my favorite, "The creditor tricked me into opening an account with them." The list of justifications can go on and on. The sensible solution here is to make the consumer accountable for their actions (or lack thereof) while maintaining a certain fairness.

Nelson Mandela said it best, "Education is the most powerful weapon which you can use to change the world." Proper credit education is key to managing your credit, but the education has to go beyond more than just telling someone to pay their bills on time.

Over the past 30 years, I have had the opportunity to analyze hundreds of thousands of credit files and data. This aided me in discovering the most common identifying factors which I felt should be shared not only with the consumer, but also amid the creditors, lenders, and credit bureaus. The most significant consumer identifying factor was their inability to read and understand the credit reports received from the three major credit bureaus, TransUnion, Equifax, and Experian.

Crednology builds an online consumer credit file that can be viewed 24/7 from within our secured website. This file is not only easy to read, but more importantly is informative. The report highlights where most errors occur on a credit file and offers the consumer both long-term and short-term resolutions. In most cases, this could be sufficient enough information for them to manage their credit. However, since we are a credit technology company, Crednology does offer (exclusive to our clients) our revolutionary Point Deduction Technology™. This software analyzes credit data pinpointing various factors comprised in credit scoring. It then assigns a point deduction number per item, ranging from 0 to 100+, depending on the type of account being reported. This software is critical in educating the consumer on such things as how many accounts they should have opened, balance levels compared to high credit, and the severity of not communicating with a creditor when problems arise resulting in negative credit being reported.

Most importantly, keeping in mind that a 2002 study showed that 79% of all credit reports contain errors, Point Deduction Technology™ assigns a numerical number indicating how many points the consumer is losing if credit data is being reported incorrectly. It also offers a solution on how to get the data updated correctly in order to recover those lost points.

“Accountability,” the consumer has to invest time and money into their credit to ensure themselves the best rates of financing which could save them thousands of dollars over their lifetime. In my experience, credit bureaus are willing to update the erroneous data and make the necessary corrections. The current credit laws prevent the creditors from taking an unnecessary amount of time to provide the bureaus with corrected data. Crednology updates this data as it becomes available and informs the consumer how many points they may have recovered from the changes on their credit files. “Accountability,” Crednology must update the consumer with accurate credit data received and make sure the consumer has access 24/7 to this information.

The creditor is good at pointing the finger at the consumer and the credit bureaus. Very rarely will they admit to providing the credit bureaus with incorrect data (whether by accident or on purpose). I want to briefly address this issue. A few months ago, while updating credit files, our customer service recognized a pattern with a creditor who was not reporting high credit on many of our clients. A call was placed to the creditor pointing out the problem and they immediately acknowledged a programming glitch, fixed it, and promptly sent out the correct data to all three credit bureaus. Not only did this help Crednology clients, but it also helped over 40 million other card holders. In some cases, creditors have been known to intentionally report high credit to balance incorrectly because they are informed it will lower a consumers credit score preventing them switching to their competitors. Collection agencies have been known to report incorrect data as a method of collecting on old, sometimes excusable, debt.

Crednology offers a target score simulator that will show you how to achieve your goal, show what will happen if you miss a payment, and how many points you could lose by paying on an old erroneous account.

“Accountability,” the creditor should police their data more vigilantly and report all positive credit correctly. Leaving out data that has such negative impact on the current credit scoring Algorithm is not advantageous for consumers. I feel a good way for the creditors to help their consumers is to update the data at least once a week, rather than most every thirty to 90 days. “Accountability,” Crednology needs to continue creditor awareness, using our Point Deduction Technology™ software, by demonstrating how important reporting correct data has become. By giving their card holders a higher deserving score for paying the accounts correctly, it will qualify them for the best home, auto, and insurance rates.

Credit Reporting Agencies have a lot of responsibilities and "Accountability." The Fair Credit Reporting Act and FACTA puts a lot of pressure on the credit reporting agencies to supply consumers, creditors, and potential lenders with credit data on tens of millions of people worldwide. Without the laws governing the credit reporting agencies and without the credit reporting agencies forcing the creditor to report accurate data, the creditor is not under any real obligation to do the right thing. I feel the credit reporting agencies should force companies who report negative items to also report positive credit. A big example is the cellular phone companies. They have absolutely no problem reporting negative data but they will not report on consumers who pay on time every month. If the credit reporting agencies would treat the current reports in the marketplace the same as they are preparing the Vantage Score report being introduced into the marketplace, the necessary change and outlook on the purpose of looking at a person's credit file will change.

In my opinion, a credit report should contain accurate data to help a consumer achieve a goal instead of being used as a tool prohibiting future credit opportunities. The problem is that the focus is emphasized on negative credit rather than on positive. Today's available technology can change everyone's notion that the credit reporting agencies are not just money hungry companies who report bad credit data, but rather companies who enforce the laws to the creditors without the consumer having to initiate it on their own. Too many

consumers pay credit repair companies, who only focus on bashing the credit reporting agencies with dispute letters in order to prosper on their own.

"Accountability," Crednology has established a positive working relationship with TransUnion. I have been thoroughly impressed with their goal to step up and provide the consumer with accurate data in a timely manner. Their current technology supersedes the other two bureaus. Crednology would like to enter into a similar type relationship with all reporting type companies and encourage them to educate the consumer instead of taking the approach, "they should pay their bills on time."

Last but not least, I will address other credit companies and credit repair companies. I would like to share a secret with these companies, *Positive credit or lack of positive credit has as much or more impact on a credit score than negative credit.*

I have spent the better part of the past 11 years traveling all throughout North America educating consumers and businesses on the significance of having and maintaining positive credit. It is very important to check your credit reports every month, not once a year or worse, never. Don't stress so much on where your score is, but rather on the credit data being reported. If you understand the formula needed to have a high score and you follow the golden rules, you will continue to maximize your score. I personally feel Crednology has to be the most "Accountable." Crednology has set the pace 11 years ago, introducing a new way of thinking into the credit industry, providing consumers with access to their credit 24/7, and using proprietary state-of-the-art technology to analyze credit data. I believe we must continue to work hard to strengthen the connection between the consumer, creditor, credit reporting agencies, and Crednology.

About Crednology, Inc.:

Crednology, Inc. is a Credit Management company with exclusive Point Deduction Technology™. This technology has the unique ability to analyze a credit report and give full visibility to the points being deducted for each account. This then gives our trained staff the ability to create an actionable plan that will help our members reclaim those precious points and raise the score. We help you establish or re-establish a good credit history, and provide ongoing training and support. Crednology, Inc. provides members with up-to-date credit education material and assigns a credit coach to assist in keeping members on the right credit path. The Crednology, Inc. Credit Management Program is recommended for anyone concerned with establishing a credit history that will allow them to become desirable borrowers for lenders, (who will in turn give them better rates), for anyone that is paying high insurance premiums, for anyone that is thinking of applying for credit or even a new job. Crednology, Inc. offers you the ability to view all three credit bureaus: Equifax, Experian and TransUnion 24/7 through a private secured website designed to help members manage and monitor their credit. Our staff has over 30 years experience in assisting the general public in establishing and re-establishing credit. In the field of creditor - debtor - credit reporting agencies we excel in the areas of commercial transactions, liens, credit card debt, collections, debt consolidation, arbitration, settlements and negotiations.

The Company's website is located at <http://www.crednologyholdingcorp.com>.

Safe Harbor Statement

Matters discussed in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such forward-looking statements. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein, and while expected, there is no guarantee that we will attain the aforementioned anticipated developmental milestones. These forward-looking statements are based largely on the expectations of the Company and are subject to a number of risks and uncertainties.

These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, product, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently.

CONTACT:

Crednology Holding Corp

(OTC PINK: COHOD)

info@crednologyholdingcorp.com

Corporate Website: <http://www.crednologyholdingcorp.com>