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Crednology Holding Corp's Canadian Affiliate, Score-Up, Inc., Retains Eddison Doyle as Chief Financial Officer

Company Expands Client Services to Include Tax Preparation

GRAY, GA. July 24, 2013 Crednology Holding Corp (OTC PINK: COHO) the nation's leading Online Credit Management company with 24/7 access and exclusive Point Deduction Technology software is pleased to inform shareholders that the Company's Canadian affiliate, Score-Up, Inc. has retained Eddison Doyle, MBA FCCA CGA as its new Chief Financial Officer.

Mr. Doyle has over 28 years cross-industry experience in finance and business operations. He has held various senior executive positions including Senior Marketing Executive, Chief Financial Officer and Chief Operating Officer in major global companies such as AT&T and Lucent Technologies Canada Corp. As Lucent Technologies Canada's Chief Financial Officer (1998-2003), Mr. Doyle was directly responsible for revenue growth from \$30 million to more than half a billion dollars. Mr. Doyle presently serves as President and CEO of E Doyle Business Services Inc, a strategic management and accounting firm. Mr. Doyle also serves as a Partner of RLB & Associates, CPAs, an accounting firm based in Miami, FL. Mr. Doyle holds an MBA in Finance and Strategy from the University of Toronto; is a Fellow of the Chartered Association of Certified Accountants- F.C.C.A (U.K.); is a Certified General Accountant - C.G.A., Member of the Canadian Institute of Investor Relations and Member of Financial Executive Institute. He is also a graduate of the Harvard University's Graduate Business Schools' Diploma Program-"Driving Corporate Performance from Scorekeeping to Strategy." Beginning in August, the Company will begin offering free to low cost tax based services to its clients with enrollment in its credit management program. The Company has reached terms on opening a new CreditDNA location in Miami, FL to utilize the services of Mr. Doyle's accounting expertise.

"We are honored to welcome Mr. Doyle to the our team. He is joining at a pivotal point in our evolution. His experiences will prove invaluable as we expand our reach into new markets, penetrate key segments and launch new services," said Brian P. Schwelling, Interim President of Crednology Holding Corp. "The addition of providing tax services to our clients is a win for win for both our clients and the Company."

About Crednology Holding Corp:

Crednology Holding Corp is the parent Company for its two operating subsidiaries, CreditDNA, Inc. and ScoreNavigator, Inc. CreditDNA is a Credit Management company that utilizes an exclusive Point Deduction Technology. Its proprietary technology has the unique ability to analyze a credit report and give full visibility to the points being deducted for each account, which then allows our trained staff the ability to create an actionable plan that will help our members reclaim those precious points and raise their credit score. CreditDNA provides members with up-to-date credit education material and assigns a credit coach to assist in keeping members on the right credit path. CreditDNA's Credit Management Program is recommended for anyone concerned with establishing a credit history that will allow them to become desirable borrowers for lenders, for anyone that is paying high insurance premiums, for anyone that is thinking of applying for credit or even a new job. CreditDNA 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. ScoreNavigator is a credit analysis tool designed for consumers and loan originators. It analyzes the electronic

version of a credit report and recommends the quickest way to achieve a credit score and to achieve the score needed for loan approval. ScoreNavigator analyzes your total credit picture based on the data reported by the bureaus. The combinations of your total credit picture, as well as, each individual item are factors in determining the score impact of each individual item on a report. ScoreNavigator determines with 92% accuracy the point impact of each trade line on a credit report, whether positive or negative.

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.

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