



**Crednology Holding  
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## **Crednology Holding Corp Announces Further Expansion of the Company's Subsidiaries**

Gray, GA – January 23, 2014 Crednology Holding Corp. (OTC: COHO) is pleased to make announcements today regarding expansion of the Company's subsidiaries into four additional states. In addition, the Company is pleased to announce an ongoing sponsorship of an up and coming UFC fighter, Cole Miller.

Since December of 2013, Crednology Holding has added Credit USA of Texas, whose network spans Dallas and Houston and Credit DNA Arizona headquartered in Cave Creek, Arizona. Crednology Holding has also added a company owned office with a staff of nine service agents in Melville, NY. "We are encouraged by our rapid growth over the past six months and the addition of offices to our Credit DNA subsidiary," said Rusty Bresse, CEO, "we anticipate additional markets coming on board in the coming months."

Credit USA has affiliate relationships that are projected to generate an estimated 150 live client calls per day from individuals seeking credit management. "We believe that with team leaders like Romel Carlton, Bob Klesath, and former Amstar Mortgage CEO Howard Wayland at the wheel, this group is poised to do great things," stated Troy Fields, Sr. Executive VP. "We are very pleased to have them as dealer partners."

Credit DNA Arizona was added in early January and is ramping up for launch by mid February. Arizona CEO Jerry Schwelling, a lifetime automotive professional with over 50 years experience, is looking to capitalize on major automotive consolidator and mortgage relationships he has developed over the years. "I believe that Credit DNA and ScoreNavigator are the future of consumer credit management and education, and I see a day where the products become the industry standard," Schwelling said.

Credit DNA Las Vegas has added more than 50 affiliates building a solid foundation making it the fastest growing Credit DNA dealer in the company. Reggie Burch, Credit DNA Las Vegas CEO, is anticipating heavy influxes of consumer leads. "We are preparing internally for what we believe to be an exciting 2014. Credit DNA and ScoreNavigator are an easy sell for us and we expect to solidify our position in the market in the coming months," Burch said.

ScoreNavigator has entered into the world of mixed martial arts by teaming up with Rush Mixed Martial Arts in sponsorship of UFC featherweight Cole "Magrinho" Miller at the UFC Fight Night 25 at the Gwinnett Center in Duluth, GA. Cole defeated Sam Sicilia at 1:54 in the 2<sup>nd</sup> round by way of submission (rear-naked choke). Cole received the coveted UFC "Submission of the Night" award. "We look forward to working more with Cole and his team in the future," said Rusty Bresse. Miller has thanked ScoreNavigator and his comments can be seen at [www.colemillermma.com/cole-miller-thoughts-ufc-atlanta/](http://www.colemillermma.com/cole-miller-thoughts-ufc-atlanta/) and [www.ufc.com/news/Cole-Miller-Back-in-GA](http://www.ufc.com/news/Cole-Miller-Back-in-GA)

### **About Crednology Holding Corp**

Crednology Holding Corp, a Delaware corporation, a leading provider of technology and software to the credit industry which offers developmental solutions worldwide for real estate professionals, mortgage originators, property management and financial advisers. Its subsidiaries, ScoreNavigator and CreditDNA, utilize the company's 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. For further information, visit [www.credholdingcorp.com](http://www.credholdingcorp.com).

### **About ScoreNavigator**

ScoreNavigator, a wholly owned subsidiary of Crednology Holding Corp, 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. It is a scientific analytical tool. Its recommendations are based on the understanding of credit score calculations and how different factors affect scores either positively or negatively. ScoreNavigator can only suggest actions a consumer can take. ScoreNavigator itself cannot directly cause credit scores to rise or fall. ScoreNavigator is a tool used by consumers and loan originators to maximize a credit score resulting in more approvals and closed loans. For further information, visit [www.scorenavigator.com](http://www.scorenavigator.com).

### **About CreditDNA**

CreditDNA, Inc., a wholly owned subsidiary of Crednology Holding Corp, is a Credit Management company with exclusive technology that other companies do not have. We help

you establish or re-establish a good credit history, and provide ongoing training and support. CreditDNA, Inc. provides you with up-to-date credit education material and your own credit coach to assist in keeping you on the right credit path. For further information, visit [www.creditdna.us](http://www.creditdna.us).

### **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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