



FreeScoresAndMore Hires California-Based CAMG Agency

Credit Score & Identity Theft Solution Provider Retains Agency of Record

Stamford, CT – October 21, 2013 - FreeScoresAndMore™, a provider of [credit scores](#), [credit monitoring](#) and [identity theft protection](#), today announced an agreement to appoint Consumer Attorney Marketing Group (CAMG), a boutique advertising agency with more than 20 years of experience, as agency of record for its credit score, monitoring, and identity theft service.

“As we accelerate our direct-to-consumer marketing initiatives, we looked to identify companies that offer a significant history of driving results,” said Paul Stanco, Group VP of Direct to Consumer Marketing for Affinion Group. “CAMG offers a substantial portfolio of successful campaigns and experience that can be leveraged to help us grow our customer base.”

CAMG’s primary focus will be on Direct Television (DRTV) commercial media buying strategy and execution for the recently launched FreeScoresAndMore service, which provides consumers with access to credit scores based on information at each of the primary credit bureaus – Experian, Equifax, and TransUnion. FreeScoresAndMore television commercials will be aired via broadcast, syndicated, satellite, and other media distribution channels.

About FreeScoresAndMore

FreeScoresAndMore is a premier provider of 3 bureau credit scores and identity theft protection services. We help consumers nationwide manage and protect their credit and identity by providing a full range of tools and services as part of the *FreeScoresAndMore* offering. Members can access their 3 bureau credit scores, receive 24/7 credit alerts via 3 bureau credit file monitoring, and also have access to identity theft protection and resolution services. The scores provided with FreeScoresAndMore, as developed by CreditXpert®, Inc., are designed to help consumers understand their credit.

FreeScoresAndMore is endorsed by Frank Abagnale, the author of the book and real-life hero of the movie *Catch Me If You Can*, who also consults for the company and has been associated with the FBI for over 35 years.

FreeScoresAndMore is a part of Affinion Group, a global leader in the credit information and identity theft protection space. With over 40 years history, Affinion's credit and identity services are trusted by millions of consumers nationwide.

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