



## FreeScoresAndMore Seeks to Raise Consumer Credit Awareness with New Nationwide TV Campaign

### *Spots to Highlight the Importance of Triple Bureau Credit Scores and Monitoring*

**Stamford, CT- November 7, 2013** - FreeScoresAndMore™, a provider of [credit scores](#), [credit monitoring](#) and [identity theft protection](#), launched a nationwide television advertising campaign aimed at boosting brand awareness and attracting new users. The commercial schedule will feature spots on a wide array of broadcast, cable and satellite stations throughout the US.

“Television is an important medium for us to build awareness and enhance our brand,” said Paul Stanco, GVP of FreeScoresAndMore. “We’re confident that consumers looking for a better way to track and understand their particular credit situations will identify with the characters we’ve created for this campaign and better understand the importance of continually checking and monitoring their three-bureau credit scores.”

The spots were produced by Palace Digital Productions in South Norwalk, CT. Featured in the spots are the fictional *Score Keepers*, who tirelessly watch the day-to-day credit decisions consumers make, and playfully dramatize how those decisions can impact their credit scores. FreeScoresAndMore gives consumers a convenient, secure way to “keep an eye on the *Score Keepers* and on their credit scores”.

FreeScoresAndMore allows consumers to check their own scores without risk of lowering their credit rating. The service also provides consumers with critical identity theft management and protection features, including credit application monitoring and ongoing credit monitoring and alerts.

“It’s important for consumers to be aware of their entire credit profile including information across the three credit bureaus,” said Vin Torcasio, Director of Product for FreeScoresAndMore. “Even something like a dramatic, unexpected change in one’s credit score can be a sign that one’s identity has been compromised.”

FreeScoresAndMore membership includes a monthly refresh of credit scores, in addition to ongoing score tracking, score modeling, and real-time credit monitoring and alerting. For more information, or to gain access to your credit scores, visit [FreeScoresAndMore.com](http://FreeScoresAndMore.com).

To view the FreeScoresAndMore commercials, visit [FreeScoresAndMore on Youtube](#).

#### **About FreeScoresAndMore**

FreeScoresAndMore is a 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 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 globally.

<sup>1</sup>Credit application monitoring is provided by ID Analytics.

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