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Collins Financial Services Rebrands Company as Precision Recovery Analytics

AUSTIN, Tex. – January 15, 2010 – Collins Financial Services, Inc., a leader in the acquisition, recovery, and resale of charged-off consumer debt portfolios, announced today the rebranding of the business under the name Precision Recovery Analytics, Inc. Capitalizing on more than fourteen years of excellence in the Accounts Receivable Management (ARM) industry, the new name better reflects the transformation of the Company to an analytics and technology-driven, multi-channel debt recovery platform.

Robert DiGennaro, chief executive officer of Precision Recovery Analytics, said, “Under the Precision Recovery Analytics brand, we will continue Collins Financial’s great heritage of integrity, compliance and innovation that started under Walt Collins. Our rebranding communicates our vision of being a best-in-class debt buying company focused on achieving a high level of profitable growth.”

“Precision Recovery Analytics enters 2010 with considerable strength and potential. The experienced management team assembled over the past few years has invested significant resources to capitalize on the wide range of attractive opportunities in the ARM industry. As a result, we are exceptionally positioned for revenue and profit growth over the next several years, and we look forward to a successful future,” Mr. DiGennaro concluded.

Mr. Collins, who continues to serve on the Company’s Board of Directors, said, “Our Company was founded to forge strong relationships with clients and provide them with the confidence that they are dealing with a leading-edge company that shares their values as it works to enhance the value of their business. As Precision Recovery Analytics, that tradition will continue.”

Precision Recovery Analytics' recovery affiliate, Paragon Way, Inc., will continue to operate under its current name.

Precision Recovery Analytics, Inc.

Precision Recovery Analytics is a leader in the acquisition, recovery and resale of portfolios of defaulted consumer receivables that have been charged off by the original creditors. The Company combines innovation, the highest standard of compliance, and complete integrity in its business transactions. Based in Austin, Texas, Precision Recovery Analytics over the past fourteen years has purchased consumer debt portfolios with a face value of \$7 billion. For additional information about Precision Recovery Analytics, please call (512) 347-1492, toll-free (800) 570-5007, or visit the Company's website at www.precisionrai.com.

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