



NEWS RELEASE

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GDS Link Extends International Presence to Latin America

Global risk management technology and consulting company looks to new market with office opening in Buenos Aires

DALLAS, Feb. 1, 2011 – [GDS Link](http://www.gdslink.com), a global provider of customer-centric risk management and process automation solutions, announced today the launch of its newest office location in Buenos Aires, Argentina. Since the company's 2006 inception, it has grown to maintain an active client base in the U.S., Europe, Africa and GDS Link sees the Latin American markets representing its next viable opportunity for international expansion.

"We want to expand our business in the same direction that our clients do. Supporting them not only in the U.S. and Europe, but also in Latin America and Africa. Latin America is growing at a fast pace and financial service organizations need to enhance their credit risk processes to align with the growing economy," said Paul Greenwood, president of GDS Link.

Spearheading these initiatives will be Gustavo Vercinsky, the newly appointed president of GDS Link Latin America. Vercinsky has more than 16 years of experience in the risk analytics software solutions to financial institutions throughout Latin America. His background includes building out the business of ADDO, an analytics company, until its 1998 acquisition by Experian. He later oversaw all Latin American activities for Experian prior to its acquisition of the Brazilian credit bureau, Serasa, in 2007 becoming president for Experian Decision Analytics for Latin America until April 2010.

"Buenos Aires, in particular is one of the largest, thriving metropolitan centers in Latin America," said Gustavo Vercinsky. "The city is ideal for establishing a home base to support our efforts in this region, which will target financial institutions in addition to industries spanning retail, energy, transportation, telecommunications and other financial services entities."

GDS Link Latin American will be dedicated to the sale of GDS Link's core offering DataView360™, scorecard development, monitoring processes as well as credit risk consultancy.

About GDS Link LLC

GDS Link is a global provider of customer-centric risk management and process automation solutions. The company specializes in advanced software designed to support the access and aggregation of disparate data sources and the rapid implementation of custom credit scorecard models and risk management policies. Its technology acts as the enabler for organizations to effectively manage the risk of their customer throughout its lifecycle. Familiar with the large investments made by institutions in their legacy applications, GDS Link's flagship solution, DataView360™, was architected to derive continued value from these systems while delivering enhanced function and flexibility to the risk management community.

For more information, visit www.gdslink.com.