



NEWS RELEASE

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GDS Link Extends International Presence to India

Global risk management technology and consulting company looks to new market thru alliance with Credit Consulting firm in Mumbai, India

DALLAS, January 7th, 2013 – [GDS Link](http://www.gdslink.com), a global provider of customer-centric risk management and process automation solutions, announced today expansion into the India market through an alliance with [Athena Credit](#) Counseling Pvt Ltd (ACCPL) based in Mumbai, India. Since the company's inception in 2006, GDS has grown to maintain an active client base in the U.S., Africa, Europe, Latin America, the Philippines, Turkey and the Middle East. With its positive economic growth and increased lending activities, GDS believes that India's financial industry represent an opportunity for GDS to deliver its solutions.

"India is a new market frontier for GDS so we felt it wise to try to partner with a company that had a solid understanding of the industry in which we operate and we found that with ACCPL", stated Paul Greenwood, president of GDS Link. "The ongoing economic growth in India represents a great opportunity for GDS. We are confident that through our alliance with ACCPL we will be able to capture some market share for our risk solutions in 2013 and beyond", continued Greenwood. "The relationship with ACCPL will be managed by Roberto Giannantoni, Managing Partner of GDS Direct" concluded Greenwood.

"I am very excited about the opportunity to partner with GDS Link and present their DataView360[®] software suite and other products to financial institutions in India" commented [Satish Mehta](#), Co-founder and Director of Athena Credit Counselling Pvt Ltd. "The power of the GDS solutions coupled with our reach and experience in the industry segments that GDS currently operates are very synergistic" continued Mehta. "We look forward to moving this alliance forward in a very aggressive manner in 2013" concluded Mehta.

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.

About Athena Credit Counselling Pvt Ltd After over three decades of domestic and international professional experience with some of the best and most respected organizations, Satish Mehta co-founded, along with Jaina Shah, a credit counseling and consulting company - Athena Credit Counselling Pvt Ltd (ACCPL) the brand name is "Credexpert". Credexpert provides credit and debt counselling to individuals and handholds them through their [Credit Life Cycle](#). Credexpert consults to banks, Non Banking Finance Companies, Housing Finance Companies as well as Insurance Companies and Telcos, on various aspects of retail credit and related areas. Credit has a growing relevance and importance in the daily life of individuals. Credexpert believes in working closely with their clients to provide advice which focuses on implementable solutions. Its team of dedicated professionals leverages their real experiences to maximize value for its clients.

For more information, visit <http://www.credexpert.co.in/>

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