



NEWS RELEASE

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GDS Link and Spain-Based Modellica Merge to Accelerate International Client Growth *Relationship enables GDS Link to further penetrate overseas markets*

DALLAS, July 11, 2011 – [GDS Link LLC](http://www.gdslink.com), a global provider of customer-centric risk management and process automation solutions, today announced it has merged with Madrid-based Modellica, a company providing credit analytics services and automation solutions for decisioning processes. The two companies formed a partnership in 2007, wherein Modellica's rules based management system (RBMS), which was designed with a focus on credit risk processing, was integrated with GDS Link's flagship solution, DataView360™.

Modellica's rules engine provides risk managers with a mechanism to more easily control strategies thru an intuitive desktop application without requiring support of IT Personnel. GDS found that the RBMS from Modellica was a natural add on complementing the feature richness of DataView360's Data Engine. Modellica's RBMS supplements GDS Link's technology by supporting the deployment of scorecards, segmentation and champion/challenger strategies and loan assignment tables through a simple to use desktop application. The Modellica team brings additional risk consulting capabilities to the relationship including the development of scoring models for loan originations, account management and collections.

Since beginning their relationship, GDS Link and Modellica have sold the combined technology under their individual names in respective targeted markets with deployments to date in eight countries. Post-merger, the company will remain branded as GDS Link in the US, and operate under GDS Modellica in Europe and Latin American.

"Modellica has a strong European presence among financial institutions and other verticals in line with GDS Link's exposure in the U.S.," Paul Greenwood, president at GDS Link, said.

"While we have served many of those clients indirectly by offering DataView360 through our relationship with Modellica, this merger accelerates our reach within Europe and more cohesively brands each company's offering under a single business unit." Angel Salamanca,

president of Modellica added that “I am enthusiastic about this merger as it will bring together two first class credit risk products and combine delivery, development and sales resources into one team. The merger addresses the challenge of widening our reach while keeping the proximity to clients that has been one of the keys to our success”. In February GDS announced its expansion into Latin America with the opening an office in Buenos Aires.

GDS Link’s DataView360 supports internal and external data access, attribute set creation and maintenance, scorecard model implementation, unlimited decisioning and retro scoring processes. The flexible software enables the rapid customization and deployment of credit policies that meet clients’ specific needs for monitoring the customer lifecycle.

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 functionality and flexibility to the risk management community.

For more information on GDS Link or its solutions, visit the company at www.gdslink.com.

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