



**CONTACT:**

**Jeff Richardson**

**VantageScore Solutions, LLC**

**203-363-2170**

[jeffrichardson@vantagescore.com](mailto:jeffrichardson@vantagescore.com)

**VANTAGESCORE SOLUTIONS AND CONSUMER FEDERATION OF AMERICA ANNOUNCE SURVEY  
RESULTS FOCUSED ON CREDIT SCORES AND CONSUMER AWARENESS**

*Organizations Launch Interactive Website [www.CreditScoreQuiz.org](http://www.CreditScoreQuiz.org)  
To Allow Consumers Nationwide to Participate in the Survey  
and Gain Essential Credit Score Information*

WASHINGTON, D.C., Feb. 28, 2011 – VantageScore Solutions, a company that produces a generic credit score developed as a joint venture among the three national credit reporting companies (CRCs) – Equifax, Experian and TransUnion – and Consumer Federation of America (CFA), an association of non-profit consumer organizations established in 1968, announced today the results of a survey that gauged consumer awareness of credit scores and recent changes to the credit scoring industry.

The 22-question survey was administered by Opinion Research Corp. to more than 1,000 representative American consumers. Survey results show that while most consumers have a basic understanding of credit scores, many consumers are not aware of a credit score's impact.

For example, while a large majority of consumer respondents know that financial behaviors such as missed payments, high credit balances, and numerous new applications are used to calculate credit scores, they did not understand the financial cost of a low score.

Detailed survey results are available to media by contacting either Consumer Federation of America or VantageScore Solutions.

The two organizations also announced today a new consumer-focused website, [www.CreditScoreQuiz.org](http://www.CreditScoreQuiz.org). The new website allows consumers to test their knowledge on credit

# VANTAGESCORE.

scores through 22 survey questions, and interactively receive the correct responses with explanations. The website includes useful resources and real-time nationwide results.

“VantageScore Solutions was founded in-part to bring clarity, consistency and choice to consumers regarding credit scores, and to help simplify the credit scoring process,” said Barrett Burns, president and CEO of VantageScore Solutions. “Given that focus, we are pleased to work with Consumer Federation of America and launch [www.CreditScoreQuiz.org](http://www.CreditScoreQuiz.org). Not only will consumers learn more by participating in the survey, but we’ll be able to track in real-time the level of awareness nationwide.”

“The Consumer Federation of America is pleased to partner with VantageScore Solutions in an effort to improve consumer knowledge about a changing credit score marketplace,” said Stephen Brobeck, executive director of the Consumer Federation of America. “We are particularly excited about working together to persuade financial educators to utilize our interactive web quiz.”

The quiz is also available in a brochure that will be distributed by the two organizations.

## **About VantageScore**

The VantageScore credit score is used by numerous lenders making billions of decisions annually, including all of the top five credit card issuers, four of the top five financial institutions and two of the top five auto lenders.

Stamford, Conn. based VantageScore Solutions, LLC ([www.vantagescore.com](http://www.vantagescore.com)) is an independently managed company that holds the intellectual property rights to VantageScore. Created by America’s three major credit reporting companies (CRCs) — Equifax, Experian and TransUnion — VantageScore’s highly predictive model uses an innovative and patented scoring methodology

###