



FOR IMMEDIATE RELEASE

## **APOLLO INTRODUCES THE FIRST EVER TOTAL SELF-SERVICE SYSTEM FOR ACCOUNT MANAGEMENT FOR BANKS AND OTHER FINANCIAL ENTERPRISES**

Long Beach, CA, August 18, 2011 – Apollo Enterprise Solutions, Inc. (“Apollo”) has launched Release 2.0 of its TRUEContact™ product, a key module in its TRUE™ system. This release makes TRUE™ the first ever total self-service account management system for banks and other financial enterprises. TRUEContact™ uses Apollo’s patented intelligent decisioning engine to automatically create optimum debt collection campaigns; select optimum channels from among web, mobile, live operator, IVR, and other communication channels; and generate targeted content, all based on the customers’ current profile and past behavior. The latest TRUEContact™ release expands the contact and portfolio segmentation options of the TRUE™ system, enhances the decision-driven channels selection, provides additional partners integration, and adds more campaign strategies.

“We are happy to deliver to the financial community the first ever total self-service system for account management,” stated Joseph S. Konowiecki, Apollo’s Chairman and Chief Executive Officer. Konowiecki further stated, “The TRUE™ system can now deliver to banks and other financial institutions a complete 360 degree view of their customers’ accounts throughout their lifecycle. This enables our clients to enhance the customer experience while increasing revenues and drastically reducing operating costs.”

### **About Apollo Enterprise Solutions, Inc.**

Apollo Enterprise Solutions, Inc. (“Apollo”) has developed the patented TRUE™ system, the first ever complete self-service account management system for banks and other financial enterprises. The TRUE™ system enhances the customer experience; increases revenues; reduces operating costs, account attrition rates, and roll rates; minimizes charge-offs; and increases total collections and recoveries. TRUE™ system’s software modules are highly secure, hosted Software-as-a-Service (SaaS) applications that smoothly integrate into IBM and non-IBM mainframe environments and into a wide range of systems of record including FICO’s Debt Manager and TSYS. Most importantly, the system enables customers to self-serve via the web, mobile, IVR and other communication channels.

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