

**PR Contact:**  
**David Rubinger**  
for eCredable  
Phone: (404) 255-8785  
david@rubinger.com

5575 North Point Parkway  
Suite 69  
Alpharetta, GA 30022  
www.eCredable.com



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## Press Release

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### eCredable and Julie Stav Join Forces to Empower More Than 50 Million Americans Seeking Access to Credit

*Leading Financial Advisor Sees eCredable As Critical Link for Hispanic Americans  
Seeking Access to Mainstream Financial Products*

**Atlanta, September 19, 2011 --** eCredable, an alternative credit reporting agency that helps consumers prove their creditworthiness to potential creditors, today announced it has received the endorsement of Julie Stav, the U.S.'s leading Hispanic-American financial guru and planner, bestselling author, and host of an acclaimed daily call-in radio show. Julie speaks to the millions of women and U.S. Hispanics who struggle to prove they are creditworthy and good customers. The eCredable [AMP Credit Report™](#) is a credit report that includes verified regular bills that prove you pay your bills on time.

"So many hard working people simply don't have access to mainstream financial products, because they aren't yet a part of the traditional credit system," said Stav. "eCredable is a bridge these consumers can use to cross over to access affordable rates on homes, cars, and other financial products."

"Julie teaches people from all walks of life how to build a solid financial foundation on which they can grow," said Steve Ely, CEO of eCredable. "Almost 25 percent of the U.S. adult population doesn't have a traditional credit history, which means they struggle to qualify for good financial products. We are uniquely positioned to help these same people prove they are creditworthy by simply helping them verify the bill payments they routinely make on time and as promised. Our AMP Credit Rating™ helps them know where they stand on a scale of A-F."

Julie was recently acknowledged for her life-long contribution to the Latino community, by being featured in the HBO documentary movie, "The Latino List". Her inclusion in this group of the most influential Latino's in the United States is a testament to her commitment to helping people improve their lives through sound financial planning. THE LATINO LIST will make its debut on Wednesday, September 28 (9:00-10:00 p.m. ET/PT) on HBO Latino, and Thursday, September 29 (8:00-9:00 p.m.) on the main HBO channel in celebration of Hispanic Heritage Month.

For more information, please visit [www.eCredable.com/julie](http://www.eCredable.com/julie)

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#### **About eCredable**

eCredable is an alternative credit reporting agency that helps consumers demonstrate their creditworthiness to prospective creditors. Launched in 2009, eCredable allows creditors to comply with the Equal Credit Opportunity Act (ECOA), which requires any creditor using credit related information to assess the creditworthiness of an individual to consider any similar payment information the consumer puts forth to demonstrate their creditworthiness. Our patent-pending credit information gathering service allows consumers to record their monthly bill payment accounts, request verification of their payment history, and create a verified AMP Credit Report™ that meets all financial industry standards. The consumer can then share their AMP Credit Report™ and AMP Credit Rating™ with any potential creditor, service provider or employer. eCredable uses a unique AMP Credit Rating™ that shows the consumer, and the potential creditor, where the consumer's credit rating stands on a clear, straightforward scale of A to F. Our AMP Credit Rating™ provides a powerful tool to assist the consumer in understanding the importance of making payments on time. AMP stands for All My Payments. The company is headquartered in Alpharetta, Georgia.