

FreeScore.comSM Hires Filbert, the “Credit Squirrel,” as a Spokesman

*World’s Smartest Squirrel Teams Up With Ben Stein in New Ad;
Filbert Available to Comment and Provide Credit Score Tips by E-Mail*

Norwalk, Conn. – July 16, 2009 – Filbert, the “Credit Squirrel,” has been hired as the new spokes-squirrel for FreeScore.comSM, the online credit service offered by FreeScore, LLC. Filbert is the world’s smartest squirrel and stars in a new commercial with Ben Stein that started July 13, 2009.

Filbert, the only squirrel with extensive training in both Economics and Finance, is widely admired and highly sought-after for his economic knowledge and financial wisdom. As a squirrel, he’s also intimately familiar with long-term asset acquisition and management efforts as well as survival savings initiatives. As such, he’s ideally suited to offer his views on credit scores and credit reports.

While other squirrels, like Rocky of Rocky & Bullwinkle and Twiggy the Water-Skiing Squirrel, have also achieved celebrity status, Filbert is the first squirrel whose rise to fame is based on his financial acuity. Filbert is currently working on credit management and personal finance guides to be released in the next year. His strong credentials enabled Filbert to emerge from FreeScore.com's rigorous spokes-creature screening process unscathed. He became the obvious choice to promote the belief that consumers in today's economy need to keep a close eye on their credit scores and credit reports.

Filbert notes, “It’s an honor to represent FreeScore.com. It’s more important than ever to know your credit score. If you don’t know your credit score, you’re digging yourself quite a hole. Holes might be good for storing nuts, but you don’t want to see your credit score go down one. FreeScore.com lets you know your credit score from more than one source.”

Rob Wyse, spokesperson for FreeScore, LLC, notes, “Filbert was a natural choice. He’s smart, he knows how to save, and he’s articulate with financial advice. Plus, he’s quite responsive by email. Until now, squirrels never got credit for their uncanny long-term planning skills, and FreeScore is happy to change that by recognizing Filbert as our spokes-squirrel.”

Filbert is available to answer questions by email, and you can find him on Facebook and Twitter at <http://twitter.com/creditsquirrel>.

Does Filbert know his credit score? “Absolutely,” he chirps. “I’d be up a tree without my credit score.”

About FreeScore, LLC

FreeScore, LLC, is a consumer credit report and monitoring company. For more information, go to www.FreeScore.com.

About Filbert the Credit Squirrel

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He can be reached at filbert@creditsquirrel.com. Although Filbert doesn’t give interviews, he can type and responds via email.