



Real Time Credit Bureau Services

Clarity for Consumers a Service that Puts Consumers in Control

Clearwater, FL – January 13, 2012 – Clarity Services, Inc. announces the introduction of Clarity for Consumers, a new way for consumers to understand their credit status, gain control of their credit life and meet life challenges. Clarity for Consumers is the smart alternative to traditional credit reporting and gives consumers access to information not available through traditional credit reporting agencies.

“There are an estimated 70 million non-prime consumers who are challenged in gaining access to credit as a result of the economy in the last three years,” said Tim Ranney, chief executive officer of Clarity Services. “Unfortunately, many of these people are unaware that there is an entire universe of financial services available to them” added Ranney.

“For some time now, a sizable segment of the population has been at risk because of their traditional credit report,” said Alice Vassel, executive director of Clarity for Consumers.

The Clarity for Consumers web site will provide people with the ability to pull their own Clarity Credit Report. The Clarity report is a key reporting tool utilized in the alternative lending space that helps determine the credit worthiness of non-prime consumers.

The site will offer a learning resource center with guides and tutorials to help people become more credit-aware and understand their Clarity report. Plans for monthly webinars are slated for consumers seeking additional information.

“Consumers today with low credit scores don’t know where to look, what to look for, and how to secure funds to pay for basic services such as utilities, mobile phones, and auto loans.” said Ranney.

For the past four years Clarity Services has been the leader in providing non-prime credit reports to lenders. These lenders rely more on Clarity reports than those offered by the traditional credit bureaus when making their lending decisions.

“We see a way to help people with all the tools that Clarity for Consumers will bring to them,” said Vassel.

The Clarity for Consumers website will launch February 15, 2012. For more information on Clarity for Consumers please visit: www.clarityforconsumers.com

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About Clarity for Consumers

Clarity for Consumers, Inc. provides Clarity Credit Reports and learning resources to assist consumers in becoming credit-aware. This includes educating consumers on their credit status, providing them the ability to obtain a non-traditional credit report not available from traditional reporting agencies, and empower them to take control of their credit life.

About Clarity

With over 24 million unique Social Security Numbers, Clarity Services is an industry leader in providing powerful reporting products on under banked, subprime, thin file consumers with real-time consumer data to facilitate fraud detection, risk management and more.

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