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Dun & Bradstreet Named First SBFE Certified Vendor

Financial institutions gain access to greater insight and analytics for improved risk assessment and small business lending decisions

CLEVELAND & SHORT HILLS, N.J.--(BUSINESS WIRE)-- [Dun & Bradstreet](#) (NYSE:DNB), the world's most trusted source of commercial data and insight, today became the first certified vendor of the Small Business Financial Exchange, Inc.'s wholly owned subsidiary SBFE, LLC (SBFE®). As an SBFE Certified Vendor™, Dun & Bradstreet gains access to the SBFE Data™ of more than 24 million small businesses. Combined with Dun & Bradstreet's global commercial data and analytics, the enhanced information will allow Dun & Bradstreet's financial services customers who are also SBFE Members ("Members") - many of whom are among the nation's largest small business lenders - to gain increased visibility on small businesses to better assess their performance, credit line utilization, and payment delinquency.

"We are excited to announce Dun & Bradstreet as the first Certified Vendor under SBFE's new business model. SBFE is deeply rooted in the financial industry and was chartered to transform how small business lenders share their customer data. Under SBFE's new business model, SBFE Members own, control the use of, and manage the quality and accuracy of their customer data through a single data feed to the SBFE Data Warehouse™," said Carolyn Hardin-Levine, chief executive officer, SBFE. "SBFE is not only the most robust and trusted source of small business financial credit information, its new business model provides even greater data protection and control for its Members. In order for Dun & Bradstreet to qualify as an SBFE Certified Vendor, it had to meet, and must continue to meet, very high hurdles - SBFE's information security, data governance and control requirements, and independent oversight. SBFE, its Board of Directors and Member organizations recognize the innovative solutions that Dun & Bradstreet, as an SBFE Certified Vendor, will bring to our Members."

"We are proud to be the first to partner with SBFE to provide our financial services customers with the additional insight and analytics needed to better evaluate risk associated with small businesses," said Josh Peirez, chief operating officer, Dun & Bradstreet. "This is a step toward greater transparency that we expect will improve and accelerate access to lending resources that will ultimately help small businesses grow, thrive, and further fuel the U.S. economy."

By combining Dun & Bradstreet's proprietary data sources and world-class modeling capabilities with SBFE's robust financial performance data, Dun & Bradstreet will develop new predictive analytic tools for the benefit of its SBFE Member customers. The combined datasets additionally enable small business lenders more streamlined report pulling by providing a more complete view of small businesses and global companies from Dun & Bradstreet.

About Dun & Bradstreet The Dun & Bradstreet Corporation is the world's leading source of commercial data, analytics and insight on businesses. Our global commercial database contains more than 240 million business records. We transform commercial data into valuable insight which is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability, and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions to increase revenue from new and existing customers.

For more information, please visit www.dnb.com or follow [@DnBUS](#).

About Small Business Financial Exchange, Inc. and SBFE, LLC (SBFE®)

The Small Business Financial Exchange, Inc. and SBFE, LLC (collectively known as SBFE) is the leading source of US small business credit information. Established in 2001 as a non-profit organization, today the exchange houses information on about 24 million businesses in its SBFE Data Warehouse™, and enables blind information exchange among its Members. Through its resources, relationships and SBFE Certified Vendors™, SBFE makes possible innovative risk management solutions by providing industry insight and analysis of aggregated small business financial data to its Members. SBFE sets the highest standards for data quality, integrity of use, data governance and information security for SBFE Data™ to protect its Members and their customers' information. SBFE is the only Member-controlled organization of its type and is a trusted advocate in

promoting the needs of the small business lending community.

For more information, visit www.sbfe.org.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150116005018/en/>

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