

October 8, 2014

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VITAL SOLUTIONS, INC. Hires Richard "Rick" H. Cerny.

PEACHTREE CORNERS, GA -- Vital Solutions, Inc. ("Vital") www.vitalsolutions.net, headquartered in Peachtree Corners, Georgia, announced that it has hired Richard H. Cerny as Senior Vice President of Business Development.

Cerny, a long term ARM industry and financial services veteran, will have sales, marketing and select portfolio servicing responsibilities. In addition, Cerny will be establishing and developing new vertical markets for Vital.

"The only constant in our industry is change" says Cerny. "Exploring new markets makes perfect sense if an agency wants to grow. But these opportunities require an open mind to embrace the new challenges they create. What worked, even two years ago, most probably will not work effectively today. Vital has the perfect contemporary platform to be successful in these new markets while maintaining tier best performance and 'audit ready' compliance with its' established core customers."

Chris Shuler, Vital's President and CEO summarizes, "Rick and I have been friends, competitors, customers and clients for over 20 years. It only made sense that we joined forces after all these years. Rick's creative sales and marketing skills will introduce Vital to new markets. We are very excited to have Rick join our executive team."

Cerny joins Vital from 15 years at Protocol Recovery Service where he served as Founder and President. For the nine years prior, Rick served in ownership and executive sales and marketing roles at Nationwide Recovery Services / Asset Management Outsourcing and Nationwide Credit. Rick's financial services background also includes IBM and Atlanta Securities and Investments from 1982 to 1990.

About Vital Solutions, Inc.

Vital Solutions, Inc. focuses primarily on account receivables management in the auto finance, credit card, medical, mortgage, student loan and utility industries. It operates two subsidiaries - Vital Recovery Services, Inc., which handles third-party collections, and Vital Outsourcing Services, Inc., which performs first-party collections, specialty outsourcing and vendor risk management services. Vital also offers its clients lettering and statement services via a licensing agreement with a multi-purpose, fully integrated billing company.

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