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Portfolio Recovery Associates and American Red Cross: "Be Red Cross Ready"

Portfolio Recovery Associates and American Red Cross: "Be Red Cross Ready" Aug 23, 2012 (Marketwire via COMTEX) --Portfolio Recovery Associates, Inc. (PRA), a specialized financial and business services company and market leader in the consumer debt purchase and collection industry, is partnering with the American Red Cross to help Hampton Roads ["Be Red Cross Ready."](#)

PRA and the American Red Cross are co-sponsoring 30 area billboards featuring the "Be Red Cross Ready" message to remind families in Hampton Roads to prepare for hurricane season.

Steve Fredrickson, president, chairman and chief executive officer of PRA, said, "Every year, our coastal community braces for major storms. Just as we encourage our customers to plan for their financial future, PRA urges area residents to develop a contingency plan to keep their families safe should hurricanes come close to Hampton Roads this year."

American Red Cross Coastal Virginia Region Regional CEO Cindy Jackson stressed the importance of the ["Be Red Cross Ready"](#) campaign.

"With our region's history of severe weather, it's critical to prepare for possible disasters and other emergencies," said Jackson. "There are three actions everyone can take to Be Red Cross Ready: Get a Kit, Make a Plan, and Be Informed."

Portfolio Recovery Associates recently donated \$20,000 to the American Red Cross to help victims of the tornadoes that affected Birmingham, Ala., earlier this year and to support Red Cross disaster relief in Hampton Roads. The company has donated more than \$170,000 to the American Red Cross since 2004.

About Portfolio Recovery Associates

Portfolio Recovery Associates, Inc. (NASDAQ: PRAA) is a specialized financial and business services company. A market leader in the consumer debt purchase and collection industry, PRA has a longstanding culture of compliance, engaging collaboratively with its customers to create realistic, affordable repayment plans. PRA also provides a broad range of fee-based services, including revenue enhancement for local governments; vehicle location, skip-tracing and collateral recovery for auto lenders, governments, and law enforcement; contingent consumer debt recovery on behalf of U.K. banks, credit providers, and debt purchasers; and class action claims filing on behalf of institutional investors, manufacturers, and retailers. The Company has more than 3,000 employees in 10 U.S. states and the United Kingdom.

PRA has been named to the *Forbes* 100 Best Small Companies in America annual rankings list for five consecutive years (2007 - 2011). For more information, please visit www.portfoliorecovery.com.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies more than 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or join our blog at <http://blog.redcross.org>.
