



**NEWS FOR IMMEDIATE RELEASE**

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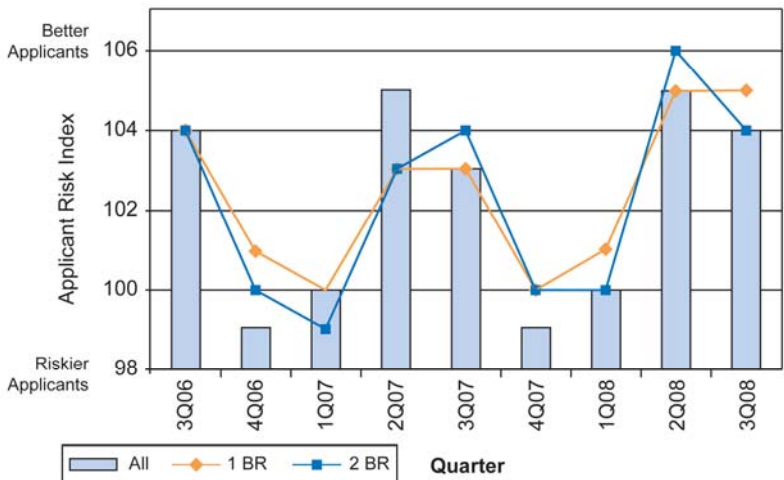
**First Advantage SafeRent Releases  
 Third Quarter 2008 Multifamily Applicant Risk Index**

**ROCKVILLE, Md., October 28, 2008**—First Advantage SafeRent, Inc., a wholly owned subsidiary of First Advantage Corporation (NASDAQ: FADV) and the nation's leading and most innovative provider of screening and risk management services for the multifamily industry, today announced the release of third quarter 2008 multifamily applicant risk statistics.

The **Multifamily Applicant Risk Index (MAR Index)** is based on traffic credit quality scores from First Advantage SafeRent's statistical screening model and is updated quarterly to provide property owners and managers with a benchmark with which to compare their portfolio's performance. With this unique applicant risk index, property managers and owners are able to compare their applicant credit quality trends with that of the average MAR Index trends. This comparison indicates whether their portfolio is performing above, below or at market levels with respect to attracting and securing applicants with higher credit quality and an increased likelihood of fulfilling their lease.

The third quarter national MAR Index, including studios, one-, two-, three- and four-bedroom units (BR), was 104. This is a 4 point increase from the first quarter 2008, which confirms a trend of seeing higher MAR Index values during the traditionally high applicant traffic volume periods of the second and third quarters. Compared to the third quarter 2007, the MAR Index is up 1 point from the 2007 value of 103. When comparing applicants for one- versus two-bedroom units, the MAR Index is slightly higher for one-bedroom units at 105 compared to 104 for two-bedroom units in the third quarter (*see Graph 1*).

**Graph 1: United States Multifamily Applicant Risk Index**



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Regionally, the Northeast continues to have the highest MAR Index with a value of 115 while the Midwest has the lowest MAR Index with a value of 100 this quarter (see Table 1).

**Table 1: Regional Multifamily Applicant Risk Index Data**

Region	3Q 08	2Q 08	Change from 2Q 08 to 3Q 08	3Q 07	Change from 3Q 07 to 3Q 08
Midwest	100	102	-2	99	1
Northeast	115	116	-1	113	2
South	101	102	-1	100	1
West	109	109	0	108	1
U.S.	104	105	-1	103	1

From a Metropolitan Statistical Area (MSA) perspective, the three MSAs with the leading decreases in the MAR Index were Raleigh—Durham—Chapel Hill, NC; Charlotte—Gastonia—Rock Hill, NC-SC; and West Palm Beach—Boca Raton, FL with decreases of 3, 3, and 4 points respectively. The three MSAs with the leading increases in the MAR Index were Chicago—Gary—Kenosha, IL-IN-WI; Nashville, TN; and Orlando, FL with increases of 3 points each (see Table 2).

**Table 2: Metropolitan Statistical Area & Multifamily Applicant Risk Index Deltas**

MSA's With Leading Decreases	3Q 08	3Q 07	Change from 3Q 07 to 3Q 08
Raleigh—Durham—Chapel Hill, NC	102	105	-3
Charlotte—Gastonia—Rock Hill, NC-SC	101	104	-3
West Palm Beach—Boca Raton, FL	104	108	-4

MSA's With Leading Increases	3Q 08	3Q 07	Change from 3Q 07 to 3Q 08
Chicago—Gary—Kenosha, IL-IN-WI	111	108	+3
Nashville, TN	106	103	+3
Orlando, FL	102	99	+3

NOTE: MSAs are selected from the Top 50 MSAs based on population and applicant volume.

**Understanding the Multifamily Applicant Risk Index (MAR Index)**

The MAR Index is published quarterly by First Advantage SafeRent. It provides trends of national and regional traffic credit quality scores whereby a lower index value indicates an applicant pool with a higher risk of not fulfilling lease obligations. A MAR Index value of 100 indicates that market conditions are equal to the national mean for the index's base period of 2004. A MAR Index value greater than 100 indicates market conditions with reduced average risk of default relative to the index's base period mean. A value less than 100 indicates market conditions with increased average risk of default relative to the index's base period mean. The MAR Index is derived from First Advantage SafeRent's Statistical Screening Model—the multifamily industry's only screening model that is both empirically derived and statistically validated. First Advantage SafeRent's Statistical Screening Model was developed from historical resident lease performance data to specifically evaluate the potential risk of a resident's future lease performance. The model generates scores for each applicant indicating the relative risk of the applicant not fulfilling lease obligations. A lower score indicates a more risky applicant.

**To receive the MAR Index data for your Metropolitan Statistical Area or for questions, contact First Advantage SafeRent at [marketing@FADVSafeRent.com](mailto:marketing@FADVSafeRent.com). Data is also available at the property and sub-market level from our Property Performance Analytics tool. For more information, visit <http://www.FADVSafeRent.com/PPA>.**

**About First Advantage SafeRent**

First Advantage SafeRent, Inc., a wholly owned subsidiary of First Advantage Corporation, is the nation's leading and most innovative provider of screening and risk management services to the multifamily housing industry. Through its offices in Rockville, Md., and support offices across the nation, First Advantage SafeRent offers a single source for resident screening services, renters insurance programs, automated lease and document generation, and property performance evaluation tools. More than 39,000 properties, representing over 6 million apartment homes, rely on First Advantage SafeRent every day to assist them in screening residents that meet their community standards and maximize profitability. First Advantage SafeRent leads the industry in innovations and enhancements designed to make the decision process faster, easier and more accurate. For more information, visit [www.FADVSafeRent.com](http://www.FADVSafeRent.com).

First Advantage Corporation (NASDAQ: FADV) provides innovative products and services that mitigate risk by helping businesses, non-profit organizations and government agencies make more informed decisions. Headquartered in Poway, Calif., the company has more than 4,500 employees in 12 countries that support over 90,000 clients globally. More information about First Advantage is available at [www.FADV.com](http://www.FADV.com).

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