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MEDIA MERCHANT BANK

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VSS News

CompuNet Credit Services Sold To First Advantage Corporation

St. Petersburg, FL - November 4, 2004 First Advantage Corporation (NASDAQ: FADV), a leading risk mitigation and business solutions provider, today announced the acquisition of CompuNet Credit Service Inc., a supplier of business credit information to the transportation industry. CompuNet's proprietary database of transportation brokers and shippers' payment practices provides First Advantage with a unique resource for industry credit data needs.

Founded in 1984, CompuNet is the leading provider of credit information to the trucking industry. The company, located in Lake Havasu City, Ariz., developed and maintains the largest collaborative proprietary database of payment practice records on more than 60,000 transportation brokers and shippers in North America. Comprised of client-contributed accounts receivables and public records data, the database serves as the core of the company's services. Subscribing clients utilize CompuNet's services to evaluate the nonpayment (or slow payment) risk of shippers and brokers before agreeing to transport cargo on credit. The pervasive use of the database also provides CompuNet's clients with collections leverage as shippers and brokers prefer to maintain good credit standing in order to retain their ability to transport goods on credit.

CompuNet's services complement the various services currently offered by First Advantage to the transportation industry, including tax credits and incentives, permitting services, fuel tax reporting, motor vehicle records, supply chain security services, background screening and substance abuse testing.

"Of all the acquisitions that we have completed to date, CompuNet's addition creates the greatest opportunity for First Advantage to demonstrate the power of cross-selling," said John Long, president and chief executive officer of First Advantage Corporation. "We have a real opportunity to introduce not one or two of our services, but more than a half a dozen of First Advantage's proven competencies. We are very excited to add transportation business credit information to our portfolio and even more excited to do so with an innovative company like CompuNet."

"CompuNet is excited to be embarking on a new phase in our company's history," said Cindy Aldridge, president and founder of CompuNet. "Through the years, we have worked to provide our clients with enhanced products and the best service possible. Now, given the resources of First Advantage, we can offer an extensive package of products and services geared specifically to meet the unique needs of our client base."

Veronis Suhler Stevenson advised CompuNet in this transaction.

About First Advantage Corporation

First Advantage Corporation (NASDAQ: FADV) provides best in class single-source solutions for global risk mitigation and enterprise and consumer screening needs. Incorporating state-of-the-art technology, proprietary systems and data resources, First Advantage is a leading provider of employment background screening, drug-free workplace programs and other occupational health testing, employee assistance programs, resident screening, motor vehicle records, investigative services, computer forensics and electronic discovery services, supply chain security, corporate tax and incentive services, and consumer location services. First Advantage ranks among the top three companies in all of its major business lines. First Advantage is headquartered in St. Petersburg, Fla., and has more than 1,700 employees in offices

throughout the United States and abroad. Further information about the company is available at www.FADV.com.

First Advantage is a majority-owned subsidiary of The First American Corporation (NYSE: FAF), a Fortune 500 company that traces its history to 1889. First American is the nation's largest data provider, supplying businesses and consumers with information resources in connection with the major economic events of people's lives. Additional information about the First American Family of Companies can be found at www.firstam.com.

About Veronis Suhler Stevenson

Veronis Suhler Stevenson is a leading independent merchant bank dedicated to the media, communications and information industries and has completed over 650 transactions since its inception in 1981. The firm has acted as a financial advisor across the full spectrum of media, communication and information segments and provides the following services: private equity, mezzanine investment and mergers & acquisitions advisory services. VS&A Communications Partners III, LP is the third private equity fund managed by Veronis Suhler Stevenson. Capitalized at over \$1 billion, it is one of the largest private equity funds dedicated exclusively to investments in the media, communications and information industries. VSS Mezzanine Partners, L.P. provides mezzanine capital for the financing of acquisitions, management buyouts, going-private transactions, growth equity investments, and recapitalizations. The VSS Private Equity buyout funds have invested in 33 platform companies and over 160 add-on acquisitions, across multiple media segments; the realized and unrealized enterprise value of these investments total approximately \$7.5 billion.

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"Activities requiring securities industry representation will be performed by Veronis Suhler Stevenson's wholly owned broker-dealer affiliate, Veronis Suhler Stevenson LLC. Veronis Suhler Stevenson LLC is a member of NASD and SIPC."

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