

LIONChoice.com Partners with Homefair.com to Bring Content to Consumer Mortgage Web Sites

Mortgage101.com and AMOMortgage.com Offer Visitors Access to Homefair.com's Relocation Information and Calculators

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Contact:

Chuck Aikens, General Manager
LIONChoice.com (800) 786-8083

Matt Canetto, Marketing Manager
LIONChoice.com (800) 786-8083

Denver, CO – LIONChoice.com, a Denver-based division of Lioninc.com, the leading provider of Internet solutions for the mortgage industry, announced a business partnership with Homefair.com today that will give visitors to Mortgage101.com and AMOMortgage.com access to Homefair's interactive relocation calculators and information.

These features, which include The City Report, The Salary CalculatorSM, The Relocation Wizard[®], Community Close-UpSM, The School Report and The Moving Calculator[®] will be integrated into Mortgage 101's Relocation Section, which also provides consumers with articles regarding relocation considerations, relocation issues for kids, selecting a relocation professional, and a home buyer checklist. "Our partnership with HomeFair.com is an important step in the continued development of our mortgage web sites. Over 600,000 visitors per month discover valuable mortgage information and search through competitive interest rates from over 700 national and local mortgage companies. Homefair's interactive tools will be a great value-added benefit to these visitors," states Chuck Aikens, General Manager of LIONChoice.com.

"We are excited about our affiliation with Mortgage101. Homefair was created to provide consumers with a fun, interactive environment, which is educational and entertaining. We have information on more than 39,000 communities and school data on some 83,000 school districts. All of this information will be easily accessible to Mortgage 101's viewers using our tools and calculators," according to Bryan Schutjer, President of Homefair.com.

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Lioninc.com

2201 Lind Ave., #200, Renton, WA 98055
Phone: 800-546-6463 / Fax: 425-902-4141

LIONChoice.com

2828 N. Speer Blvd., #210, Denver, CO 80211
Phone: 800-786-8083 / Fax: 303-455-4100

About Lioninc.com

Lioninc.com is the leading provider of Internet solutions for the mortgage industry, combining expert understanding of Internet technology with extensive knowledge of real estate financing to bring together households, real estate companies, mortgage brokers, mortgage lenders, and financial institutions so that each group's financial needs can be met quickly, easily and efficiently.

Earlier this year, Lioninc.com was chosen by Fannie Mae (FNMA), the nation's largest source of mortgage funding, to be its partner in delivering Internet access to FNMA's automated underwriting. Lioninc.com recently introduced a consumer mortgage application and 1003 manager interface to its Mortgage 101 product line that enables mortgage companies to receive an online application and directly submit it for automated underwriting approval via the Internet.

LIONChoice.com, a division of Lioninc.com, hosts two consumer portals, America Mortgage Online (www.amo-mortgage.com) and Mortgage 101 (www.mortgage101.com), and designs web sites for mortgage companies using Mortgage 101 technology. LIONChoice.com is located at 2828 Speer Blvd., #210, Denver, CO 80211. Telephone: 800-786-8083. Fax: 303-455-4100. Lioninc.com's headquarters are located at 2201 Lind Avenue, Renton, WA 98055. Telephone: 800-546-6463. Fax: 425-902-4141. For more information, visit the company web sites at www.lioninc.com and www.lionchoice.com. For more information on LION, Inc. (formerly Plenum Communications) visit www.lioncorp.net

Background on Homefair.com

Homefair.com (www.homefair.com), launched in early 1994, was one of the first 1000 commercial websites to go online. Homefair.com is the leader in relocation, community and school content, focused on helping millions of visitors plan their moves. Known for its helpful award-winning tools and calculators, Homefair.com was named one of the "Top 101 Best Sites on the Internet" by PC World. It also has received accolades in publications that include: USA Today, The Wall Street Journal, Business Week, The Los Angeles Times, The New York Times, Money, Kiplinger's Personal Finance, Smart Money, Worth Magazine and many others.

In 1998, Homefair.com acquired the website www.theschoolreport.com. In addition to relocation information, parents may now view the most comprehensive school district information available on the World Wide Web. Theschoolreport.com features more than 200 fields of data on 83,000 schools nationwide. Information at both www.homefair.com and www.theschoolreport.com is available free of charge. Homefair.com is located at 10304 North Hayden Road, Suite #3, Scottsdale, AZ. Telephone: 480-922-0700. Fax: 480-922-1108.

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