

# *LIONChoice.com Launches Second Generation Site and Introduces New Product Solutions*

## **LIONChoice.com Re-Designs Web Site with New Client Tools and Introduces E-Site Design Packages**

**For Immediate Release**

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**Denver, CO** – LIONChoice.com, a Denver-based division of Lioninc.com, the leading provider of Internet solutions for the mortgage industry, launches its second-generation version of [www.lionchoice.com](http://www.lionchoice.com), a web site used by clients and other mortgage professionals. LIONChoice.com also announces the introduction of three new web site design packages that meet the specific needs of the mortgage industry.

The new developments on [www.lionchoice.com](http://www.lionchoice.com) include; domain name search and registration; LION's ROAR, an email newsletter about online marketing for mortgage companies; investor and partnership information; and instructions for clients to handle online applications and update interest rates. "We have added an extraordinary amount of information for our clients to use and have created new online tools to communicate with our clients and help them with their online originations and marketing," states Chuck Aikens, General Manager of LIONChoice.com. LIONChoice.com also plans to unveil a Comm Center that will allow clients to access site statistics, view potential customer leads, download online originations, and receive updates in one location.

Mortgage professionals will also find new web site design packages, samples and templates on the newly re-designed web site. Now mortgage companies can choose from a variety of web site designs including Express, Enhanced, Enterprise and Multi-Originator Solutions.

LIONChoice.com's Express Solutions are designed for mortgage professionals who are looking to establish a basic yet highly functional Internet presence. The packages include a secure online application that interfaces with automated underwriting and imports to loan origination software. LIONChoice.com's Express Solutions are the most cost-effective web designs for mortgage professionals on the market today.

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***Lioninc.com***

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A mortgage company looking to implement a full Internet marketing program that provides mortgage information, interest rates, and creative consumer communication tools, may find tremendous value in LIONChoice.com's Enhanced Solutions. These packages provide custom graphics and text along with full Mortgage 101 technology as displayed on [www.mortgage101.com](http://www.mortgage101.com). LIONChoice.com also offers its Enterprise Solution, which provides the latest in mortgage Internet technology and system integration.

LIONChoice.com's Multi-Originator Site Solutions are specifically designed for retail mortgage companies and net branch operations that want to offer their loan originators an Internet solution while presenting a consistent corporate identity. LIONChoice.com gives originators the ability to generate more business through the Internet and accept online applications at a fraction of the cost and time of developing sites individually.

### **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](http://www.amo-mortgage.com)) and Mortgage 101 ([www.mortgage101.com](http://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](http://www.lioninc.com) and [www.lionchoice.com](http://www.lionchoice.com). For more information on LION, Inc. (formerly Plenum Communications) visit [www.lioncorp.net](http://www.lioncorp.net).

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