

***America Mortgage Online Enhances Consumer Experience at
www.amo-mortgage.com***

**Lioninc.com Revamps Navigation and Adds New Features to Leading Consumer
Mortgage Portal – America Mortgage Online**

For Immediate Release

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Denver, CO – Lioninc.com, the leading provider of Internet solutions for the mortgage industry and wholly owned subsidiary of LION Inc. (OTC BB: LINC), announced today that America Mortgage Online (www.amo-mortgage.com) has undergone navigational changes and technology updates to enhance the consumer experience.

Five years ago, America Mortgage Online became one of the original Internet mortgage portals and remains a leading consumer destination with over 7 million hits and 600,000 unique visitors per month. America Mortgage Online provides live interest rate quotes from hundreds of local and national mortgage brokers and lenders from across the country and enables consumers to directly pre-qualify and apply with these participating mortgage companies. This site also provides consumers with a vast amount of mortgage information, mortgage calculators and numerous directories for specialized loan programs.

America Mortgage Online's navigation has been revamped to make it easier for consumers to find the information they want. "Previously, some of the more obscure pages on the site were only accessible after several clicks. Now each of the over 1500 pages are within three clicks and most are within two clicks of any other page," says Chuck Aikens, General Manager of LION's consumer products. "This efficient navigation is also very intuitive. We wanted to create a site that was comprehensive in nature, but still very easy-to-use for first-time homebuyers."

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America Mortgage Online has also added several new features to the site including Rate Alert and Consumer Email Newsletter. Rate Alert enables consumers to enter their email address and a target interest rate and America Mortgage Online will send the person an email when one of the participating companies has the interest rate that has been requested. It's a great way to find the best rate available when refinancing or looking to lock-in a loan.

America Mortgage Online also features a monthly e-mail newsletter of mortgage information. Each month, consumers receive a timely article about real estate financing via e-mail that will introduces new developments, ideas and information about buying, selling and financing a home. This newsletter is written by James M. Woodard, who also writes a nationally syndicated newspaper column on real estate news and trends.

About Lioninc.com

Lioninc.com is a pioneer provider of online business-to-business products and services since 1995. It has emerged as the premier provider of cutting-edge Internet products for the over \$1 trillion mortgage industry. Lioninc.com brings together borrowers, real estate companies, mortgage brokers, mortgage lenders and financial institutions in order to facilitate home loans in a quick, easy and efficient manner.

Lioninc.com's headquarters is located at 2201 Lind Ave. SW, 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.

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