

Affinity Corp. and LION Inc. Enter Strategic Partnership

Move promotes universal national standard for broker approval

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WEST HILLS, CA and SEATTLE – Affinity Corporation and LION Inc. (OTC BB: LINC), the parent company of Lioninc.com, are bringing the mortgage industry a step closer to a universal national standard for broker approval by wholesale lenders. The two companies, both leaders in their respective industries, announced today a strategic partnership to facilitate online broker certification services for the mortgage industry.

In forming this partnership, both companies will enhance each other's products. Lioninc.com will add Affinity's Third Party Originator (TPO) Certification Program to its web site (www.lioninc.com). This online tool will provide LION's member brokers with an efficient and economical means to become approved by lenders. Brokers will be able to download and fill out the TPO Certification Application, attach documents and submit it to Affinity with a one-time enrollment fee.

Affinity will review the file, pull the credit report, certify the package as complete and assign the broker a universal nine-digit number (U-9). Lioninc.com's web site will feature Affinity's U-9 numbering system. Brokers will be able to submit the U-9 number to Lioninc.com's lenders without having to include lengthy applications with loan originations. U-9 numbers also can be provided instead of having to fill out annual lender update forms.

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“This partnership will be of tremendous benefit to our member brokers and lenders,” said David Stedman, Lioninc.com’s COO. “It will further diversify Lioninc.com’s services by providing our brokers with a standardized approval process and our lenders with cost reductions associated with approving and managing mortgage brokers.”

Affinity will add Lioninc.com’s URL to its EnGarde™ software browser. EnGarde™ users will have the ability to access Lioninc.com without leaving the program.

“The online union of Affinity and Lioninc.com will help streamline the broker approval and loan origination process by dramatically reducing time and paperwork for both lenders and brokers,” said Richard Ward, President of Affinity Corporation.

In addition to adding features to each other’s products, Affinity and LION will conduct joint marketing, research and training activities to support the product tie-ins and link to each other’s web site.

About Affinity Corporation

Affinity Corporation is the industry’s leading provider of mortgage fraud prevention, broker management and electronic loan review services. Its Advisory Board includes executives of secondary market investors, major mortgage lenders, mortgage insurance companies and quality control specialists.

Affinity Corporation is headquartered at 6700 Fallbrook Ave., West Hills, CA 91307. For more information, telephone toll-free at 800-333-4510 or visit the web site at www.teamaffinity.com.

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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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Actual results will vary because of factors such as: mortgage market trends, interest rate changes, housing/consumer trends effecting home purchases, internet competition, risks of system interruption, management of potential growth, risks of new business areas, new internet technology, joint-marketing and sales agreements, strategic alliances and other issues discussed in the company's Form 10-K and 10-Q reports which are on file with the Securities and Exchange Commission.