

Mortgage101.com Listed as a Hot Site by 100hot.com and USA Today

For Immediate Release
Thursday, January 6, 2000

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SEATTLE – Lioninc.com, a wholly owned subsidiary of LION Inc. (OTC BB: LINC), announced today that its Mortgage101.com was listed on 100hot.com and USA Today as “hot sites” in the mortgage industry.

Updated weekly, Go2Net’s 100hot.com ranked Mortgage101.com as the third most popular site. Behind only Citibank.com and Bank Rate Monitor, Mortgage101.com was ahead of several notable E-mortgage web sites. Go2Net’s rankings can be viewed by visiting the web site at www.100hot.com/directory/business/loans.html.

Mortgage101.com also was featured on USA Today’s web site in the “hot sites” section. This section highlights newsworthy and useful sites daily. To view the Mortgage101.com piece visit the USA Today web site at www.usatoday.com/life/cyber/chd0103.htm.

“These listings are a testament to Mortgage101.com’s strong brand identity, as well as the consumers’ demand for accessible and easy-to-use information on the complicated mortgage industry,” said Sam Ringer, president of Lioninc.com.

About Lioninc.com

Lioninc.com is a pioneer provider of online business-to-business products and services for the mortgage industry 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 are 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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This press release contains statements that are forward-looking. These statements are based on current expectations that are subject to risks and uncertainties. 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, and risks of new business areas, new Internet technology, joint-marketing and sales agreements, and 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.