



## **LionInc.com and REXnetwork.com Announce Strategic Alliance**

**Over 1700 Mortgage Web Sites to Join as New “Members of the Real Estate Exchange Network”**

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**For Immediate Release:**

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SEATTLE and Ossining, NY – LionInc.com, a wholly owned subsidiary of LION Inc. (OTCBB: LINN), and REXnetwork.com, “The Real Estate Exchange Network,” today announced the formation of a strategic partnership. The agreement will provide users with convenient access to property listings and mortgage resources simultaneously from either company’s consumer web sites.

Under the terms of the agreement, REXnetwork.com will integrate its property listing database into LionInc.com’s network of consumer web sites. This network, comprised of Mortgage101.com, AmoMortgage.com and 1,700-plus dot-coms in the Private Label Mortgage Web Site Program, provides mortgage information, calculators and live interest rates from thousands of mortgage companies to more than 500,000 consumers each month.

LionInc.com’s consumer network will have the ability to display real estate property listings on its individual consumer web sites. This will allow LionInc.com’s consumers to shop its network of web sites for property listings and related real estate information. Additionally, all customers will be able to place their own homes for sale via any one of LionInc.com’s 1,700-plus mortgage-company web sites on “The Real Estate Exchange Network” to be displayed throughout the entire network of “REXnetwork.com Member” web sites.

“We are looking forward to working with REXnetwork.com,” said Chuck Aikens, LionInc.com’s senior vice president of sales and marketing. “This alliance will provide our users with a premier integrated solution for their online mortgage and real estate needs. It also reinforces the popularity of our Mortgage 101 technology in the online real estate industry.”

As part of the agreement, REXnetwork.com will receive a customized Mortgage 101 Center through LionInc.com’s Mortgage 101 Preferred Partner Program. REXnetwork.com is the second company in as many weeks to join the program. Through this program, LionInc.com will create and maintain an advertiser database for REXnetwork.com’s Mortgage 101 pages.

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Furthermore, LionInc.com will handle the sales and implementation for all advertising in REXnetwork.com's Mortgage 101 Center. In return, LionInc.com will receive commissions on both sales and maintenance fees from REXnetwork.com's Mortgage 101 revenues.

REXnetwork.com co-founders James Troia and Michael Toner added, " This strategic relationship is really the first of its kind. While REXnetwork's real estate-related content and property listings will increase traffic and 'stickiness' to the 1,700 mortgage web sites, more importantly, it will enable mortgage professionals, via their LION web sites, to capture a greater number of 'hot' home buyer and seller mortgage leads. LionInc.com is a well known leader in technology for the mortgage industry, and we are very excited to be working with them."

### **About LionInc.com**

LionInc.com is the leading 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 \$1 trillion plus mortgage industry. LionInc.com brings together borrowers, real estate companies, mortgage brokers, mortgage lenders and financial institutions in order to facilitate home loans in an easy, efficient and quick 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 <http://www.lioninc.com> and <http://www.lionchoice.com>. For more information on LION, Inc. (formerly Plenum Communications) visit <http://www.lioncorp.net>.

### **About REXnetwork.com**

REXnetwork.com has strategic alliances with over 75% of the discount real estate brokerage community including Assist-2-Sell "*America's Most Successful Discount Real Estate Franchise*", HomeOwners Concept and others. REXnetwork.com has received funding from Atlas Funding LLC and the Dover Group, Inc. whose principle Frederic Rittereiser is current CEO of the Ashton Technology Group, headquartered in Philadelphia. The Ashton Technology Group is an Internet and technology company, providing products and services to the Financial Services Industry. Subsidiary companies include Gomez Advisors ([www.Gomez.com](http://www.Gomez.com)) which rates on-line companies in a variety of industries. REXnetwork recently announced a strategic investment from Trinity Partners LLC, a limited liability company headed by Patrick Waterhouse, formerly of TDWaterhouse, the world's second largest discount broker. For more information visit [www.rexnetwork.com](http://www.rexnetwork.com).

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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-KSB and 10-QSB reports which are on file with the Securities and Exchange Commission.