



LionInc.com Automates Online Rate Quoting

LionInc.com Launches Auto Pilot and Smart Search

Contact:

Matt Canetto
Director of Marketing
LionInc.com
800/786-8083
mcanetto@lioninc.com

Chuck Aikens
Vice President
LionInc.com
800/786-8083
caikens@lioninc.com

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Renton, WA— LION, Inc. (OTC Bulletin Board: LINN), formerly Plenum Communications, Inc., today unveiled two new products that will automate online rate management for mortgage originators. Auto Pilot automatically updates interest rate quotes on a daily basis with live wholesale rates from the Lion Loan Search™ database. Smart Search provides dynamic and accurate prices based on consumer profiles and search criteria.

“Auto Pilot eliminates the need for originators to update their online rates, while Smart Search enables consumers to get accurate pricing for specific loan parameters from one of the largest rate catalogs available on the web,” said Chuck Aikens, LionInc.com’s Senior Vice President of Sales and Marketing.

“The delivery of these two products makes it easier for originators and consumers to start the mortgage process online,” continued Aikens. “Visitors to mortgage web sites will be able to view current and dynamic pricing without maintenance from the originator.”

Auto Pilot adds a valuable benefit to LionInc.com’s Multi-Lender Rate Feed, which connects mortgage originator web sites to LionInc.com’s extensive database of wholesale lenders, loan programs and pricing variances.

Smart Search takes the assumptions out of quoting rates on the Internet with a search interface that enables visitors to specify basic transaction parameters and execute an automatic search of all loan programs that meet the selected guidelines.

About LionInc.com

LionInc.com is a provider of online business-to-business products and services since 1995. It has emerged as a premier provider of Internet products for the over \$1 trillion mortgage industry. LionInc.com simplifies origination for one of the largest online marketplaces of borrowers, real estate companies, mortgage brokers, mortgage lenders and financial institutions.

LionInc.com 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. 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.