



LionInc.com Consolidates Sales and Customer Service Operations

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Renton, WA— LION, Inc. (OTC Bulletin Board: LINN), formerly Plenum Communications, Inc., today announced an initiative to consolidate its broker sales and customer service operations. This sales and support unification supports the Company's strategic vision for marketplace growth, increased market share and operational profitability.

As a part of the consolidation, broker sales and customer service will move to LionInc.com's Denver office, which will serve as the base for all sales and marketing staff for the Company's mortgage originator products. LionInc.com will close its sales and customer support operations in Spokane, Washington by January 31, 2001.

Dave Stedman, President of LionInc.com, commented, "This consolidation represents an important step forward for LionInc.com. Our broker customer segment will now be served by a single sales force with knowledge of all our products for mortgage originators. This will enable us to better serve our customers, improve our ability to cross-sell products and achieve organizational efficiencies."

Stedman continued, "This unification initiative positions the company to increase operating performance, decrease overhead expenses and capitalize on the opportunities created by a growing market which has been further fueled by the recent drop in interest rates."

About LION Inc.

LION, Inc., through its wholly owned subsidiary, LionInc.com, is a pioneer of online business-to-business products and services since 1995. It has emerged as a premier provider of cutting-edge Internet products for the over \$1 trillion mortgage industry, creating one of the largest mortgage marketplaces in the country. LionInc.com brings together borrowers, real estate companies, mortgage brokers, mortgage lenders and financial institutions, enabling them to facilitate home loans in an easy, efficient and quick manner.

LION, Inc. has offices in two locations: Seattle, at 2201 Lind Ave. SW, Renton, WA 98055, and Denver, at 2000 S Colorado Blvd, Denver, CO, 80222. For more information, please visit www.lioninc.com

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