



Mortgage101.com Adds Live Operator Assistance and Receives Record Traffic

**Nearly a Million Visit Mortgage101.com Network of Mortgage Providers and
Live Service through LoansLive.com**

Contact:

Chuck Aikens
COO
LionInc.com
800-786-8083
caikens@lioninc.com

Michael Monaco
Chairman / CEO
LoansLive.com
619-688-5949
monaco@loanslive.com

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Renton, WA — LION, Inc. (OTC Bulletin Board: LINN), dba LionInc.com, today announced that their consumer mortgage portals, Mortgage101.com and AMO-Mortgage.com, received approximately 1 million visitor sessions last month. In addition, these consumers now can access live operator assistance while applying for a loan with one of the over 400 mortgage companies that participate on these sites.

“Mortgage101.com is one of the first mortgage portal sites to incorporate live operator assistance technology and the response has been tremendous as witnessed by our incredible surge in traffic to these mortgage portals. This technology enables consumers to not only find tons of unbiased mortgage information and choose a local mortgage company, but also utilize real-time interactive help when applying for a mortgage online,” said Chuck Aikens, LION’s COO. “This innovation creates a better user experience and makes it easier for originators and consumers to start the mortgage process online,” continued Aikens.

About LION, Inc.

LION, Inc. has been a pioneer of online business-to-business products and services since 1995. It has emerged as a premier provider of cutting-edge Internet products and services for the over \$1 trillion mortgage industry, creating one of the largest mortgage marketplaces in the country. LION, Inc. 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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