

FOR IMMEDIATE RELEASE

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LION ANNOUNCES INITIATIVES FOR IMPROVING FINANCIAL COMMUNICATIONS

Seattle, WA – December 18, 2001—LION, Inc. (OTC Bulletin Board: LINN), a leader in online services for connecting mortgage brokers with consumers and lenders, today announced new initiatives to improve the Company's communication with the financial community.

In an effort to better communicate its future operating performance and business strategies, the Company announced that it has engaged StreetConnect, Inc., a leading investor relations and financial communications firm. LION plans to provide the financial community with more detailed reporting of results and forward-looking expectations on a quarterly basis.

“While we are not completely satisfied with our financial performance, we have continued to improve our operating performance in 2001 by lowering our corporate expense structure and achieving efficiencies throughout our organization,” said David Stedman, President. “We continue to focus on strengthening our core business, developing new products and services, and achieving renewed growth in 2002.”

“One of our priority goals for next year is to get on the radar screens of the financial community. As we execute our growth strategy, we want to make sure that our shareholders, potential investors, analysts and investment bankers are fully aware of our plans and progress. We also plan to be more proactive in seeking new ways to fund our growth strategy and maximize shareholder value.”

LION expects to report its fourth quarter and year-end 2001 results on February 20, 2002. The Company will also announce its business plans for 2002 shortly after the first of the year.

About LION, Inc.

LION, Inc. is a leader in online services that connect mortgage brokers with lenders and consumers more efficiently. The Company serves over 7,000 brokers with online broker loan search and productivity tools that are linked to over 17,000 loan programs nationwide. LION also provides the foundational architecture and database for co-

branded and private label web sites that connect consumers to leading companies in the over \$1.3 trillion mortgage industry. LION, Inc. has offices in two locations: Seattle, at 4700-42nd Ave. SW, Seattle, WA 98116, and Denver, at 2000 S Colorado Blvd, Denver, CO, 80222. For more information, please visit www.lioninc.com.

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This press release contains forward-looking statements that involve risks and uncertainties concerning our expected performance (as described without limitation in the quotations from current management in this release). Actual results may differ materially from the results predicted and reported results should not be considered as an indication of our future performance. We believe that these potential risks and uncertainties include, without limitation: our substantial dependence on mortgage brokers and the mortgage broker industry; mortgage market trends; interest rate changes; housing and consumer trends effecting home purchases; the management of our potential growth; risks of new business areas and new Internet technology; joint-marketing and sales agreements; our need for additional financing; our ability to attract and retain high quality employees; changes in the overall economy and in technology; and the number and size of our Internet competitors. Statements in this release should be evaluated in light of these important factors. All information set forth in this release is as of December 18, 2001, and LION undertakes no duty to update this information. More information about these and other important factors that could affect our business and financial results is included in our Annual Report on Form 10-KSB for the fiscal year ended December 31, 2000, including (without limitation) under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations", which is on file with the Securities and Exchange Commission. Additional information may also be set forth in those sections in our quarterly reports on Form 10-QSB previously filed or to be filed with the Securities and Exchange Commission.