



LionInc.com Announces Strategic Alliance with LoansLive.com

LionInc.com to Provide Live Operator Service to Customers

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Renton, WA — LION, Inc. (OTC Bulletin Board: LINN), dba LionInc.com, today announced a strategic alliance with LoansLive.com to provide live operator service to its' customers.

LoansLive.com will make their Live Application Assistant technology available to the over 7,000 mortgage professionals who participate in LionInc.com's mortgage marketplace via web technology, advertising and information services.

"This live operator assistance technology will enable our customers to provide real-time interactive help to consumers trying to apply for a mortgage online," said Chuck Aikens, LionInc.com's Chief Operating Officer. "This innovation creates a better user experience on our mortgage web sites and makes it easier for originators and consumers to start the mortgage process online," continued Aikens.

LionInc.com will license and re-sell LoansLive.com's Live Application Assistant technology to mortgage professionals. Lioninc.com will also integrate this technology into its' mortgage marketplace at www.amo-mortgage.com and www.mortgage101.com, where consumers can shop for a loan and transact with a local mortgage professional.

LoansLive.com will license and re-sell LionInc.com's web site technology services and will include LionInc.com's network of advertisers that use live operator application assistance into their own consumer mortgage portal at www.loanslive.com.

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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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