



## ***LION, Inc. and ApprovalFinder.com Streamline Mortgage Pre-qualification with LoanFinderPlus***

**LION LoanFinderPlus™ Automates Lender, Rate and Program Selection, Credit Analysis and Underwriting Decisions for Mortgage Brokers**

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**For Immediate Release:**

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Renton, WA - LION, Inc. (OTC Bulletin Board: LINN) today announced the launch of LION LoanFinderPlus™ powered by ApprovalFinder.com. LION LoanFinderPlus™ streamlines the mortgage pre-qualification process by enabling originators to instantly determine the best loan for their customers from multiple lenders. Mortgage brokers can pre-qualify consumers by ordering credit and running their application through an automated underwriting analysis using the lender's own guidelines.

LION LoanFinderPlus™ combines the power of LION's industry-leading database of lender programs and pricing with the efficiency of ApprovalFinder.com's automated credit, underwriting and benefit analysis technology. Mortgage originators can instantly analyze the benefits of various loan programs based on the interest and payment savings desired by their borrowers.

"This easy-to-use technology enables a mortgage broker to process more transactions in less time and eliminates time-consuming tasks - all for the cost of a traditional credit report," said Dave Stedman, President of Lion, Inc. "LoanFinderPlus allows brokers to deliver loans to lenders that have already been underwritten using the lender's guidelines, which could result in a more efficient and cost-effective mortgage origination process," continued Stedman.

(MORE)

“We are excited to introduce our breakthrough service to LION’s B2B marketplace of over 7,000 mortgage originators and lenders,” said James R. Creamer, Chairman and CEO of LoanGenie.com, Inc. “This patent-pending technology is the only Internet service designed to improve the application-to-close ratio for mortgage originators, which is the primary factor impacting revenue and profit for today’s brokers,” continued Creamer.

LION LoanFinderPlus is exclusively available at [www.lioninc.com](http://www.lioninc.com) and through LION’s eMortgageCenter and 1003 Manager services.

**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](http://www.lioninc.com).

**About LoanGenie.com, Inc.**

Headquartered in Irvine, California, LoanGenie.com, Inc. was formed in response to the recent market dynamics and technology trends which demand a solution for the fundamental problems impacting the acceleration of the online consumer finance market. Unlike its competition LoanGenie.com, Inc., through its LoanGenie (B2C) and Approvafinder (B2B) divisions, has established a competitive advantage by positioning itself as a next generation provider of online financial products and services to consumers, originators, lenders and investors. The LoanGenie.com, Inc. technology is a 100% browser-based package powered by patent-pending Debt Optimization and Underwriting engines that uniquely addresses the inefficiencies in the financing process from the point of sale to securitization on Wall Street.

For more information about LoanGenie.com, Inc. please visit the company’s web sites [www.loangenie.com](http://www.loangenie.com) or [www.approvafinder.com](http://www.approvafinder.com), or contact James R. Creamer, Chairman and Chief Executive Officer at 888-774-3643.