

FOR IMMEDIATE RELEASE

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LION AND ABC VIRTUAL PARTNER TO DEPLOY CUTTING-EDGE LOAN ORIGINATION SOFTWARE

LION integrates state of the art software to streamline loan process for its members

Seattle, WA and Des Moines, IA – October 22, 2002— LION, Inc. (OTC Bulletin Board: LINN) and ABC Virtual Communications, Inc. today announced the signing of a joint marketing and technology license agreement that empowers LION to deliver ABC Virtual's unique loan origination software, ECLoanPro, to its large network of mortgage originators and lenders. ECLoanPro is a revolutionary straight-through processing software system that leverages the Internet and wireless devices to allow origination teams to easily prospect and process mortgage loans. With ECLoanPro, originators are empowered to access and share files with others anytime, anywhere, without having to re-key data, and without traditional hardware and software expenses.

LION will offer ABC Virtual's "best of breed" software to its network of over 6,500 mortgage broker customers, 250 lenders and 20,000 limited members. As of this release, LION will now offer a complete "lead to loan" package and will begin to streamline the entire loan process for its members by bundling the software with its online advertising, lead generation, web site and membership services. In addition, LION will introduce the compelling advantages of ECLoanPro to the nation's community banks and credit unions.

"Our partnership with LION increases ECLoanPro's distribution by leveraging LION's large customer base and strong sales and service organization" said Mary Sudak, Director of Mortgage Technology for ABC Virtual. "By integrating and distributing our software with LION's services, mortgage brokers will be able to leverage the same software that large retail and wholesale mortgage companies use at a price that competes with lesser point-of-sale mortgage software packages."

"For the first time, LION will be able to offer mortgage companies one package of services that handles everything from lead to loan," said Chuck Aikens, COO of LION, Inc. "With this software, our members will have a turn-key mortgage technology solution that will improve their ability to attract new prospects, capture more customers, and service their existing business. Combining LION's lead generation, web site and loan search services with ABC Virtual's e-commerce loan processing software will simplify and reduce the cost of prospecting, originating, processing, underwriting and closing loans."

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 4,500 brokers with online loan search and productivity tools that are linked to over 48,000 loan programs nationwide. LION also provides the foundational architecture and database for over 2,000 co-branded and private label web sites that connect consumers to leading companies in the over \$2 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.lioncorp.net

About ABC Virtual

ABC Virtual is a leading Internet software product and e-Business Consulting Services Company that specializes in revitalizing enterprise applications and extending their reach through the use of Web-centric technology. ABC Virtual's product development efforts such as ECLoanPro focus on delivering unique e-Business solutions to the mortgage industry using the most advanced Internet technology available. ECLoanPro is a Web-based loan origination system that gives lenders a competitive advantage in the wholesale and retail on-line lending markets. It uses the power of the Internet to help lenders generate new business, retain customers and reduce loan-processing costs. Please visit ABC Virtual's Web site at www.abcv.com, or www.ecloanpro.com. For additional information please call: 888-384-6968.

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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 October 22, 2002, 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, 2001, 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.