

FOR IMMEDIATE RELEASE

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LION AND LOANROVER DECISION SYSTEMS PARTNER TO DEPLOY 1ST MULTI-LENDER SUBPRIME MARKETPLACE

LION integrates LoanRover[®] multi-lender subprime decision engine for its members

Seattle, WA and Washington, DC - LION, Inc. (OTC Bulletin Board: LINN) and LoanRover[®] Decision Systems (LDS) today announced the signing of a strategic alliance that will deliver LDS's powerful subprime decision engine, LoanRover[®], to LION's large network of mortgage originators and lenders. LoanRover[®]'s advanced technology creates substantial efficiencies for subprime brokers and lenders, including speed, increased loan production, lower costs and increased profits.

LION will offer LDS's "best of breed" software to its network of over 6,500 mortgage broker customers, 250 lenders and 20,000 limited members. The LoanRover[®] multi-lender decision engine enables LION members to submit a file and receive instantly priced, conditional loan approvals from top subprime lenders. Perfect for a lender's back office or website, LION will also introduce the compelling advantages of LoanRover[®] as a private label underwriting engine to the nation's wholesale and retail lending institutions.

"This partnership introduces LoanRover[®] to LION's large network of mortgage professionals" said Chris Puchalla, President and CEO of LDS. "By integrating and distributing our software with LION's services, mortgage brokers nationwide will be empowered with the technology to identify, price, underwrite and deliver subprime loans to multiple lenders quickly and efficiently. LoanRover[®] is an industry first."

"LDS recognizes the critical role of the mortgage broker in the origination of subprime and niche loan production," said Dave Stedman, President and CEO of LION, Inc. "With LoanRover[®], our members can secure hard to place loans quickly and simply, giving them the ability to reduce the cost of underwriting and closing of loans. This new technology, coupled with LION's lead generation, web site, loan search services and recently announced loan processing software, continues to improve our turn-key mortgage technology solution. This alliance increases our members' ability to attract new prospects, capture more customers, and service their existing business without leaving the LION marketplace."

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 broker 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 LoanRover Decision Systems

LoanRover Decision Systems (LDS) provides advanced decisioning technology for retail, wholesale, and Internet based mortgage lenders. The LoanRover[®] software product provides real-time loan approval decisions with fully adjusted rates, prices and loan conditions. LoanRover's[®] flexible product modeling technology accommodates any Lender's complex underwriting and pricing guidelines. LDS offers source code or standard licensing agreements. LDS provides their clients with a powerful software solution that integrates with current origination or web-based systems seamlessly. Please visit LDS's Web site at www.loanrover.com. For additional information please call: (888) 808-1400.

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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 November 7, 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.