

FOR IMMEDIATE RELEASE

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LION Launches Private Label Web Site with Custom Pricing Engine for Primary Residential Mortgage Incorporated (PRMI)

PRMI Increases Productivity with LION's New Loan Search Technology

Seattle, WA – May 13, 2003— LION, Inc. (OTC Bulletin Board: LINN), a leading provider of online services for the mortgage industry, and Primary Residential Mortgage Incorporated are pleased to announce the successful launch of new LION Pro™ technology designed to increase the productivity of PRMI's mortgage origination teams. PRMI's 160 branch locations are now using a private version of LION Loan Search™ to find the best program and price offered by PRMI as well as other correspondent and wholesale lenders.

“PRMI has already witnessed increased productivity utilizing the new custom pricing engine provided by LION, Inc. This new product has also allowed us to create a custom look and feel that fits our company -- we've named it the PrimaryCompass," said Dave Zitting, President of Primary Residential Mortgage Incorporated. "LION's customer service and technical skills are some of the best we've seen in the mortgage related ASP industry. We are happy to consider ourselves a LION, Inc. partner.”

“We are excited to provide this new technology to an industry leading organization like PRMI,” said David Stedman, President of LION. “We are pleased with the progress of the new LION Pro™ product for large corporate customers. The most significant new feature is the expansion of our existing loan search capabilities to include correspondent lending channels. This feature offers LION members an additional competitive advantage necessary to thrive in a highly competitive marketplace.”

About LION:

LION, Inc. is a leader in online services that connect mortgage brokers with lenders and consumers more efficiently. The Company serves over 6,700 originators with online broker loan productivity tools and websites powered by a database of over 70,000 regionalized wholesale and correspondent 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 \$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.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 May 13, 2003, 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, 2002, 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 with the Securities and Exchange Commission.