



FOR IMMEDIATE RELEASE

CRMnow and NYLX integrate CRM with product eligibility and loan pricing

Solution helps originators close loans earlier in the sales process

Aliso Viejo, Ca. January 30, 2008 - CRMnow, the leader in Foundational CRM for lenders today announced a new integration that combines CRMnow's Mortgage iQ platform with NYLX's product eligibility and loan pricing solution. The combined technologies provide a ground-breaking level of customer service capability for mortgage brokers and bankers.

Recent shifts in the lending market require the ability to provide immediate, accurate and profitable products and pricing during the initial stages of customer interaction, which translates to a higher close ratio. Borrowers are getting more savvy, competition is getting more technology driven, and profitable product selection is becoming more essential. These changes require mortgage companies to compete in a whole new way, practicing new techniques that include CRM and real-time qualification.

The new combined system equips originators with the combined power of the only true CRM system built specifically for the mortgage industry, with the industry's leading product and pricing solution. As a result, originators are empowered to immediately and easily select and price products within the Mortgage iQ CRM framework for unbeatable speed and efficiency.

According to Chris King, CEO of CRMnow, "Mortgage companies must operate more intelligently in today's marketplace in order to achieve profitability and growth. We help them leverage Foundational CRM technology and marry that with real-time eligibility and pricing. Mortgage iQ combines with NYLX to form an extremely powerful borrower qualification center that identifies and captures more opportunities in the early stages of the sales cycle."

Mortgage iQ is the only true CRM system built specifically for the mortgage industry. Mortgage iQ streamlines lead management, provides strong sales force and marketing automation including credit analysis, loan scenario and debt consolidation analysis, loan application and Good Faith Estimate input. It then completes the workflow with loan pipeline tracking and automated condition triggers as well as integration with back-end lending systems such as Calyx® Point® and Fiserv® Data Trac®.

John Alexander, NYLX president stated "The market is perfect for a solution like this one. Originators are working hard for every loan, and the combined power of CRMnow and NYLX means that fewer loans will be slipping through the cracks. The CRMnow team has done an exceptional job using our Web Services integration toolset to combine the strengths of both products.

About CRMnow and Mortgage iQ:

CRMnow is a leading provider of CRM application software and consulting services, enabling its clients to sell, market and service customers across all business roles and processes. CRMnow is a top Business Partner for SalesLogix (its CRM engine of choice) and has over 20 years combined experience in providing CRM technology along with equal years experience in mortgage. Note to

Editors: CRMnow and Mortgage iQ are trademarks of King Technology Group, LLC. All other product and company names mentioned are the property of their respective owners and are mentioned for identification purposes only. For more information about Mortgage iQ, please visit www.crmnow.com

About NYLX:

NYLX is the mortgage industry's leading provider of product eligibility and best execution pricing solutions and loan product and pricing information. NYLX is also the leading supplier of real-time market data for the mortgage industry. NYLX products, utilized by many of the mortgage industry's top brokers, lenders and investors, ensure mortgage professionals have the most advanced tools and accurate information available to address their data, eligibility and pricing needs while maximizing profitability on every loan. LoanDecisions, the company's flagship product, offers the most powerful, flexible and feature-rich product eligibility and loan pricing system available, while BrokerToolz is an all-in-one product and pricing system designed specifically for brokers. NYLX's LoanBook is the industry's only real-time and automated 'mark-to-market' pricing system designed for secondary managers to optimize pricing on loans sold to the secondary market. NYLX also hosts the NYLX Exchange, the industry's only source of timely competitive market information resulting from the billions of dollars worth of originations which flow through the NYLX system each day. To learn more about NYLX, visit www.NYLX.com or call 866-557-NYLX (6959).

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