

PRESSRELEASE

ManageContacts.com Announces the Release of ManageContactsSM 2007 *ManageContacts 2007 encompasses a suite of on-demand software products that deliver Marketing Process Automation and Campaign Management to Mortgage Professionals.*

BOSTON, MA, September 19, 2006 - ManageContacts.com, a leading provider of software and services to Mortgage Professionals, today announced that it has released the latest version of their web-based, on-demand marketing software, ManageContactsSM 2007. The suite of software applications, which includes ManageContactsSM; ManageCampaignsSM; and ManageReportsSM, enable mortgage loan originators to organize their contacts into key segments, deliver targeted multi-channel marketing communications and optimize their results.

The suite of applications combine to offer complete automation of key stages of the mortgage loan communications process. The result of which is time savings for mortgage professionals and an increased volume of applications and closed loans. To accomplish this, the software automates prospect and customer message flow which ensures communications are timely, relevant and meaningful to each individual. The outcome is very satisfied customers who are pleased with their loan experience which provides the ultimate benefit to mortgage professionals: increased referral business.

For the past six months a select group of the current ManageContacts.com users have been testing the newest version of the software in its beta form. "We originally chose ManageContacts.com in 2004 because of its best-in-class customer service and marketing capabilities," said Mark Maiocca, Branch Manager of Countrywide Home Loans Brookline Massachusetts office and member of the prestigious Top 200 Originator List from Mortgage Originator Magazine. "At my branch, we are always looking for ways to improve profitability while enhancing our borrowers' experience, and to differentiate our process and messaging from our competitors. We believe that the newest release of ManageContacts.com offers a solution that addresses each of these goals."

The key new features on ManageContacts 2007 include:

- I. **Over 100 built-in marketing templates:** Too busy to compose your own messages, you can choose from over 100 existing templates and personalize to fit your needs.
- II. **Automated lead management function:** Saves time and increases lead conversion rate.
- III. **Automated re-contact marketing function:** Affinity solution designed to stay connected to past customers and increase likelihood of future business from them.
- IV. **Integrated multi-channel campaign deployment:** Facilitates the creation of a wide range of online and offline marketing campaigns.
- V. **Integrated HTML editor:** Allows for easy creation and editing of communications templates.
- VI. **Flexible data architecture:** Multiple loans can be associated with one contact providing a complete view to the most important and profitable clients.
- VII. **AJAX enabled interface:** Provides increased system speed and responsiveness.

"ManageContacts.com understands the changing mortgage market and the need to offer enhanced value to our clients and their customers," said Connie Stack, of the ManageContacts.com Executive Management Team. "As the mortgage industry continues to shift from a more refinance-oriented market to a purchase-oriented one, we're confident companies will continue to turn to ManageContacts.com to provide best-in-class marketing and lead conversion solutions."

About ManageContacts.com

ManageContacts provides web-based software built around the needs of the Mortgage Lending Professional. The suite of applications includes products and solutions designed to automate key stages throughout the mortgage loan process beginning with lead conversion through referral generation. Buying a home is the largest single investment most Americans will ever make and the ManageContacts.com system helps mortgage loan providers ensure this experience is a positive one for their clients. To learn more about ManageContacts.com visit www.managecontacts.com.

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