

FOR IMMEDIATE RELEASE:

## **Leads360 and NYLX partner to enable originators to contact leads and offer loan pricing in real-time**

---

**Research indicates that providing pricing to prospects upon first contact dramatically increases odds of success**

Los Angeles, CA, May 1, 2008 — Leads360 Incorporated, the market leader in lead management software, and NYLX, Inc. (New York Loan Exchange), the market leader in loan eligibility and best-execution pricing solutions, announced today that they have developed a seamless integration of their technology platforms to enable originators to accomplish in seconds what once could take hours to perform.

Leads360 and NYLX expect to significantly improve the workflow for loan originators by allowing them to quickly receive leads, contact those leads, and price loans for prospective clients. “Based on extensive third party research and our own proprietary data, we know that getting prospects on the phone and being able to provide loan packages without having to reestablish contact is a key driver for sales success. By incorporating NYLX’s best execution pricing and eligibility engine, we feel that Leads360 clients will be even more effective at capturing new and more profitable business,” said Nick Hedges, Leads360’s senior vice president of strategy.

The NYLX partnership will allow Leads360 clients to manage their leads effectively while providing clients with the most complete and accurate pricing data available. Pricing data from NYLX is permanently attached to leads in the Leads360 system, once loans have been priced. This allows for quick and easy retrieval of pricing information as well as instantaneous repricing if circumstances change, giving originators unprecedented customer response capabilities.

This partnership represents the first time that two large technology providers, servicing mortgage brokers and lenders, have fully integrated their platforms. Averaging as many as 50,000 loan pricings a day which equates to approximately \$15 billion, NYLX is the most widely used provider of product eligibility and pricing (PPE) in the mortgage industry. Loan originators use Leads360’s platform to manage more than 15,000 new leads each day. Together, Leads360 and NYLX service a highly significant share of the mortgage originators in the United States.

“I know this will benefit our mortgage clients across the board” said Jeff Solomon, CEO of Leads360. “The value of accurate pricing and eligibility information is a key part of profitability for brokers and lenders. Anyone using the Leads360 platform will now be able to maximize their revenue by consistently choosing loan packages that are profitable and avoid time-wasting mistakes due to wrong or outdated eligibility requirements,” he added.

“Leads360 and NYLX share a strong commitment to making valuable data available to clients,” said Steve Koenigsberg, vice president of NYLX. “Integrating with the leading lead management platform has been a priority for us for a long time,” he continued. “We know that in the long run, our clients need to implement lead management in order to be successful and we are thrilled to support Leads360’s efforts to bring best execution to their clients. The level of integration we have been able to engineer is impressive,” he said. “It has never been easier to price loans in a high-velocity sales environment.”

Leads360 also announced that it is planning to bundle the NYLX PPE service into its new suite of mortgage products. The Leads360 Mortgage Suite™ will be available in May 2008 and is set to include NYLX PPE, Leads360 LeadDialer™, and Leads360 DNC Scrubbing Service™. NYLX will be made available *à la carte*, as well.

#### *About Leads360 Incorporated*

Leads360 is the market and technology leader for on-demand customer acquisition and lead management solutions. Leads360's enterprise application, LeadManager™, enables companies to more effectively distribute, track, analyze and convert sales leads into profitable customers. LeadManager™ is the only solution that enables companies to build and manage a completely custom sales process, based on their unique best practices. Combining technology expertise with professional services, training, strategy and process consulting, Leads360 provides the most complete lead management solution on the market. For more information, visit [www.leads360.com](http://www.leads360.com). We make leads more valuable™.

#### *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](http://www.NYLX.com) or call 866-557-NYLX (6959).

**Press contacts:**

Avi Fischer  
Leads360, Inc.  
310 256 2943  
afischer@leads360.com  
www.leads360.com

Rosalie Berg  
Strategic Vantage for NYLX  
305 632 0275  
PR@StrategicVantage.com