For Immediate Release

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Data-Vision and Sollen Technologies Create Seamless Integration
Integration of technologies allows consumers access to fast, accurate product and pricing data

MISHAWAKA, IND. – October 25, 2010 – Data-Vision, Inc., a leading pioneer in Internet lending technologies that enable mortgage lenders to quickly and affordably implement web portal and e-lending capabilities, and Sollen Technologies, an Internet-based application services provider of product, pricing and best execution capabilities for the mortgage industry, announced today that they have integrated their respective technologies.

Specifically, clients of Data-Vision's LoanQuoter™ consumer direct lending portal will be able to automatically present fast, accurate product and pricing data maintained within Sollen Technologies' services. This new, interactive pricing tool creates accurate rate sheets for loan officers *and* provides a rate feed that can automatically update the users LoanQuoter site. Having the ability to control and manage loan pricing and constantly update pricing information makes this integration a powerful tool for streamlining and accelerating the mortgage process.

Data-Vision President, Randy Schmidt, stated, "We are passionate about our goal of delivering exceptional service to every financial institution we serve while streamlining the online lending and electronic delivery process to drive down costs. By integrating Sollen's product and pricing data, our customers can react quickly to market fluctuations and make that data available to their clients and prospects automatically".

Today's "tech savvy" borrowers are no longer satisfied with static web pages asking them to fill out a form and wait for someone to call them back. They demand customized product recommendations; competitive rates; live chat; detailed closing costs; and a fast, secure and easy-to-use application process with instant decisioning. They are looking for a customer experience that matches their lifestyle, delivering critical lending information where and when they need it. Data-Vision's LoanQuoter™ allows a lender to build that online customer experience allowing them to increase market share while still maintaining a personal touch.

The Sollen system continuously monitors the lender's investors, and is constantly updating the Lender's rates. The data transfer for each loan product includes all available rates, as well as lock periods and their

corresponding prices; and lenders can update and re-publish rates at their convenience. Lenders can utilize a mix of Portfolio products, correspondent investors, as well as Freddie & Fannie.

Lenders can update rates in seconds—as often as necessary throughout the day—and they can retain and archive all data feeds. Also, the Lender can maintain compliance by delivering consistent, accurate pricing and document fulfillment directly to online consumers.

Sollen Technologies CEO Michel Van Hee said, "Sollen is excited to partner with Data-Vision and support their efforts to simplify and streamline the loan-pricing process. When a lender's entire staff and all of its borrowers can have immediate access to the same pricing data, everyone wins."

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About Data-Vision

Data-Vision, Inc., founded in 1993 and based in Mishawaka, Ind., offers *The Path To e-Lending* through a comprehensive suite of on-line services that are efficient, secure and easy-to-use. Data-Vision enables mortgage lenders to quickly and affordably bring e-lending solutions to market, complete with leading-edge capabilities including on-line originations, instant decisioning, electronic document delivery and more.

Data-Vision's solutions provide the ultimate in flexibility, maximized ROI and advanced on-line functionality. Our on-line services can be customized to meet each lender's unique requirements, specific lending channels and brand image. For more information about Data-Vision visit www.d-vision.com, or contact the company's sales department at 888.925.8625.

About Sollen Technologies

Based in Dallas, **Sollen Technologies** is an Internet-based application services provider of product, pricing and best execution capabilities for the mortgage industry. Sollen partners with a broad spectrum of mortgage bankers, investors, correspondent lenders, banks, and other mortgage-focused entities to deliver a comprehensive tool set that completely automates the functions of loan searching, product validation, loan-level pricing, and rate locking. Sollen Technologies' vision is to provide comprehensive products and services that bring measurable value to the retail, wholesale, and correspondent channels. Sollen is a multi-year *Mortgage Technology* Magazine Top 50 Service Provider and their innovative technology helps to enhance the relationship between originators and lenders enabling both to effectively compete in today's marketplace.

Call 800-582-1074 or visit www.sollen.com.