

The Key integrates with 1st - The Exchange for Sesame members

The Key, Mortgage Brain's point-of-sale and compliance solution, has integrated with 1st - The Exchange's Exweb trading platform, to enable Sesame members to generate general insurance and term quotations for their clients.

Through seamless integration between systems, the 1500 Sesame Appointed Representatives who use the Key to control and manage the mortgage advice and sales process, can now use the Exweb portal to access a wide range of product areas and transact business in the quickest and most efficient manner possible.

Mark Lofthouse, CEO of Mortgage Brain and the Key, comments, "We're delighted to have completed this integration with Exweb, which will initially be released to Sesame members. The Key is the only recommended point-of-sale and business management mortgage solution for Sesame members and this integration builds on the benefits that have already been realised.

"1st - Exchange is a leader in the comparison quotation market and we are sure that Sesame's appointed representatives will benefit greatly from having instant access to its range of financial services solutions."

The Key's integration with 1st – The Exchange will initially be made available to Sesame's Appointed Representatives, and will then be made available to other users at a later date as part of its release cycle.

David Child, Managing Director at 1st – The Exchange adds, "This new partnership will provide Sesame members with an incredibly powerful and extremely efficient end to end solution for their mortgage and ancillary sales processes. Via the integration with Exweb, Sesame members will now be able to receive online comparative quotes where client and product data is automatically pre-populated."

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The Key, the mortgage industry's fastest growing point-of-sale and CRM system, was chosen by Sesame as its preferred mortgage technology solution following a rigorous selection process in 2008. Since its roll out over 1,500 Appointed Representatives are now using the system.

Roger Crocker, Head of Protection, General Insurance and Technology at Sesame, adds, "The Key has proved extremely popular with our members and we continue to receive very positive feedback. This latest innovation is another clear example of our commitment to continually deliver value to our members with technology support that meets their changing needs."

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NOTES TO EDITORS

About Mortgage Brain Limited

- Mortgage Brain Limited is the most widely used and preferred provider of point-of-sale, compliance, mortgage sourcing and electronic trading products and services for mortgage intermediaries.
- MBL Holdings, formed in 1986, is jointly owned by Abbey, The Lloyds Banking Group (including C&G, Halifax, Bank of Scotland, Lloyds TSB Scotland, Intelligent Finance, Birmingham Midshires), Nationwide (including The Mortgage Works), Northern Rock, Royal Bank of Scotland (including NatWest) and Barclays Woolwich.
- The consortium of six owners, together with their subsidiaries, collectively account for in excess of 65% of the new business mortgage market within the UK.
- MBL Holdings currently has over 26,000 users of its products and services.
- Mortgage Brain is a Microsoft Gold Certified Partner.

About The Key

- The Key was acquired by Mortgage Brain in May 2006 and substantial investment has occurred and is planned following its integration within the company.
- The Key was launched to the market in 2005 and offers mortgage intermediaries the best and most comprehensive point-of-sale, compliance and business management capability.
- The Key was developed to deliver a single technology solution to meet the needs of a mortgage intermediary's business and is integrated with the market leading sourcing systems and the Mortgage Trading Exchange, the only true electronic trading platform.

About 1st – The Exchange

- 1st - The Exchange is a market leading provider of technology solutions to the financial services market.
- The company provides an integrated suite of technology solutions, software and consultancy to the financial services industry, to help support the key stages of a distributor's business process.
- 1st - The Exchange's Exweb product is the largest provider of online comparative quotations and electronic new business applications in the UK financial services portal market.
- Exweb is the UK's leading intermediary trading platform in the financial services market, used by approximately 27,000 registered users within authorised advisory firms. It provides online information and transaction services, with 185 million client illustrations processed to date over the service since January 2008.

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