

News Release

November 2, 2009

Mortgage Brain offer brokers even more with Mortgage Brain B2C!

Mortgage Brain, the UK's leading mortgage technology solutions provider, has announced the launch of an all new web based 'Business to Consumer' sourcing system.

The new and innovative consumer facing sourcing system, **Mortgage Brain B2C**, which is due to be launched in early 2010, is built using the latest Microsoft technology and will allow consumers to quickly and easily source, compare, select and enquire about mortgages that best suits their needs.

The system incorporates personalised best buy tables and will allow consumers to carry out an initial search, which can then be refined to quickly and easily identify the best mortgage to meet their needs. The capability to produce fully compliant KFIs and to request help from a mortgage professional at any time is also available.

Mortgage Brain B2C is available either as a customisable 'plug in', built to fit seamlessly into an existing website's design or via web services where the screen design and layout is built specifically by the website owner. **Mortgage Brain B2C** offers intermediary firms, or companies that generate high levels of online traffic, the opportunity to generate increased business by offering a comprehensive online mortgage search and selection capability.

Powered by the 'all new' Mortgage Brain, **Mortgage Brain B2C** offers whole-of-market mortgage product information and has been purposely designed to enable consumers to get the best mortgages available in the shortest possible time.

More/...

Mark Lofthouse, CEO of Mortgage Brain, comments, "Like our all new sourcing system for intermediaries, **Mortgage Brain B2C** delivers capabilities that are simply not available anywhere else and is set to take consumer mortgage sourcing to the next level.

"The result is a comprehensive online sourcing system that has been designed specifically with the consumer in mind. It covers the whole of the market, is easy to use, incredibly accurate and will offer consumers the certainty and confidence that they're sourcing a mortgage that best suits their needs."

- **Ends** -

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.

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