

News Release

June 16, 2009

Success for the Key continues

~~ Unprecedented success sees user numbers increase by 100% ~~

Mortgage Brain, the market leading mortgage technology solutions provider, has announced that contracted users of the Key, its business management, mortgage sales and compliance process software, have increased by over 100% in the past 12 months.

With a plethora of high profile companies and thousands of mortgage advisers exclusively selecting the system to support their mortgage sales business, the system saw over 100,000 new log-in's during the last three months, reinforcing it as the fastest growing and most widely used CRM solution on the market.

Mark Lofthouse, CEO of the Key, comments, "The widespread adoption of the Key has been nothing short of phenomenal. Since Mortgage Brain acquired the system in 2006 we've reported success after success in terms of user numbers and market penetration. More and more intermediaries are realising the benefits for themselves with examples being Sesame members, Connells, Pink Home Loans, Mortgage Matters Direct, Alexander Hall and thousands of others."

"The system's comprehensive compliance capabilities, as well as its facility to integrate will all major systems used by mortgage intermediaries, which allows them to effectively conduct all aspects of the mortgage sale and compliance process, clearly make it the broker's choice for a fully integrated business management solution.

The Key provides market leading front end point-of-sale and compliance solutions coupled with full back office support including sales pipeline, commission management, reporting and compliance monitoring.

By using the system, mortgage intermediaries can streamline the entire mortgage process from initial contact and fact find, through to product sourcing and run all 'back-office', compliance and client management functionalities, consistently and effectively.

- 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.

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.

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