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***For Immediate Release***

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**Prime Alliance Retains Its Position as Credit Union Movement Leader  
Recording a 20% Transaction Increase Over 2006 and Posts a Record  
Month in January 2008!**

**Tukwila, WA** – While much of the country's mortgage production was down 30%. Prime Alliance Solutions reported an incredible increase of 20% in mortgage transactions from 2006 to 2007. Even the last two months of 2007, typically some of the slowest were strong. November was up 25% over '06 and December was up 24%.

"We are excited to see the various Prime Alliance real estate solutions have the desired effect for our credit unions – helping them make more real estate loans to their members. While the market was slow, many of our credit unions improved their operations and added new solution sets to prepare for greater growth. While we are now benefiting from more refinance transactions, our purchase money lending remains very strong. Current mortgage market and industry conditions provide us with a unique window for realtors, brokers and consumers to recognize credit unions as significant trusted and reliable mortgage lenders. What a great time for credit unions to be in mortgage lending!" noted Joe Brancucci, President and CEO of Prime Alliance.

"We are delighted that Prime Alliance credit union volume has increased over the past year, especially when the rest of the mortgage industry is reporting doom and gloom", noted Executive Vice President of Sales and Marketing Keith Nolan. "Credit unions realize that technology alone does not make you an effective mortgage lender. Through Prime Alliance, credit unions have access to all the tools necessary for meaningful mortgage lending. Whether it be an online application, loan origination software, loan servicing, closing and settlement services, real estate services or our newly introduced Strategic Mortgage Solutions University and consulting division, no company provides a credit union with more choices or tools to help their members obtain housing through credit union financing."

Brancucci pointed out that while Prime Alliance added several large customers in 2007, none came significantly on-line during the year. "While 2007 was a historic year for Prime Alliance, we expect an even stronger year in 2008. This is exciting for our 1,600+ unions and us as we deliver the benefits of credit union mortgage



volume aggregation. If our record volume of 25,000 transactions in January is any indication, 2008 looks to be a very promising year indeed!"

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**About Prime Alliance Solutions, Inc.**

Prime Alliance Solutions, Inc. is the largest credit union service organization and the credit union movement's recognized leader in innovative mortgage solutions. Prime Alliance's approach to mortgage lending is used by more than 1,600 credit unions nationwide. Prime Alliance offers a full family of real estate solutions, including online applications, loan origination software, loan servicing, closing and settlement services, real estate services, Strategic Mortgage Solutions University and consulting. Visit the website at [www.primealliancesolutions.com](http://www.primealliancesolutions.com).