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NEWS RELEASE

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Leading California Credit Union Adopts Collateral Valuation Report

Continues Goal of Member Services Through Innovative Financial Solutions

San Jose, California (March 25, 2010) — *AppraisalWorld*, a valuation services portal and innovative solutions provider, announced today that Santa Clara, CA-based Key Point Credit Union will begin ordering its revolutionary new property valuation product - the Collateral Valuation Report (CVR™). Performed by local appraisers trained in real estate regression analysis, the Collateral Valuation Report allows credit unions to enhance their services to members through a more transparent, mathematically supportable appraisal of the underlying collateral. Delivery of the report is usually within 48 hours with fees lower than the typical 1004/URAR appraisal report, resulting in a direct savings benefit to the credit union and its members.

KeyPoint Credit Union, with more than \$896 million in assets and 80,000 members from companies such as Apple, Google, and Cisco, is one of California's largest credit unions. KeyPoint joins a growing list of national lenders, credit unions and community banks that recognize the benefits of the CVR in meeting their needs for a superior, high quality collateral valuation delivered by a local, experienced appraiser

Key Point's Mortgage Manager Chris Greulich has full confidence in the valuation of the CVR: "After understanding the way the product works, the amazing analytics and comprehensive nature of the data that is pulled together to produce the reports, and the variety of uses, ranging from home equity lines of credit and appraisal reviews to litigation and even bail bonding, (Key Point) decided the CVR was perfect for our portfolio analysis." He continued, "The entire process is driven from start to finish by a trained and experienced appraiser who is local. It has definitely exceeded our expectations. I have been in this industry for many years, and I've seen a lot of BPOs and other desktop appraisal products, and the CVR is far superior in virtually every way. It really more closely resembles a full-fledged URAR, but without the interior inspection rather than an improved BPO."

"As Credit Unions continue to look for ways to enhance member services while reducing their collateral risk exposure, the CVR is the perfect alternative valuation product for them," noted Sylvia Kainz, AppraisalWorld's COO. "At

roughly half the cost of a traditional appraisal, but with the same high degree of reliability and accuracy, it's a natural fit for credit unions and regional banks.”

Only appraisers who are certified and have completed a rigorous training and education program in statistics and real estate regression analysis are qualified to provide the new Collateral Valuation Reports.

For more information on the new CVR property valuation product, coverage areas or appraiser CVR Certification please contact James Regnere, AppraisalWorld Vice President Business Development at 866-445-8367 x124.

About AppraisalWorld:

Appraisal World is valuation services portal that leverages data, and analytics to create turnkey solutions for appraisers, lenders and consumers. From its innovative, patent-pending national appraiser directory that locates and ranks appraisers by their level of work experience in the subject property market, to its Collateral Valuation Report, AppraisalWorld leads the industry in providing powerful tools to empower appraisers and provide cost effective valuation solutions for lenders and consumers. For more information, visit: www.appraisalworld.com.