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NEWS RELEASE

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Innovative Collateral Valuation Report Helps to Reduce Mortgage Fraud *National and Local Lenders Adopt Alternative Valuation Products to Address Collateral Risk*

San Jose, CA and New York, NY (May 24, 2010) — **AppraisalWorld**, an innovative software developer and valuation services portal, today announced a focused effort to combat mortgage fraud by educating lenders and servicers on the precarious nature of various valuation methods. As a more reliable alternative to broker price opinions and automated valuation models, AppraisalWorld is providing its Collateral Valuation Report, a transparent, mathematically supportable valuation that is more comprehensive than a broker price opinion, yet and less intricate and less costly than a traditional appraisal.

At a time when AVMs are increasingly under scrutiny for their inability to properly value properties, particularly in times of economic uncertainty, the Collateral Valuation Report offers a fraud resistant, more economical alternative to the traditional 1004/URAR report. Two early partners in AppraisalWorld's anti-fraud program include Forsythe Appraisals, LLC, the largest independent provider of residential real estate appraisals in the United States and Valocity, LLC, an appraisal management company with more than 4,000 appraisers nationally.

"Lenders and servicers need an alternative to the often haphazard and dubious valuation methods like BPOs and AVMs," says AppraisalWorld CEO Jeff Bradford. "The Collateral Valuation Report is the perfect solution. Not only is it a far more credible report, it's also USPAP-compliant, fully transparent and supportable, plus it's completed by a trained appraiser with local market knowledge and extensive training and education."

"Fraud continues to plague the collateral valuation function, and the fact that more than 12 million unregulated BPO's were produced in 2009, and are increasingly used by lenders and servicers simply due to a lack of effective appraisal solutions," says Mark Linné, executive vice president of AppraisalWorld. "Our industry is in desperate need of reliable and economical ways to address the pervasive issue of mortgage fraud. The emergence of alternative valuation products like the Collateral Valuation Report will redefine our industry by enhancing transparency and credibility for our lenders and service clients."

The Collateral Valuation Report features the most sophisticated tool set ever offered within the lending and servicing marketplace. The Report includes robust data sources from multiple data-partners, local MLS data and a regression-analytics function that allows appraisers to extract very granular data from their local markets. All Reports are completed by local experienced appraisers who have successfully completed rigorous training and testing.

John Forsythe, President of Forsythe Appraisals, himself a veteran appraiser, was enthusiastic about the new relationship. "Obviously we're thrilled to be working with AppraisalWorld to deliver the innovative CVR for lender and servicer needs on a national level for their portfolio analysis needs. We anticipate continued success with both national and local lenders and servicers. But what's equally exciting to me is that this is a way to get work flowing back into the hands of appraisers," he commented. The CVR is a way to gain back work for our staff appraisers, and frankly for all appraisers around the country, while simultaneously providing a product to lenders and servicers who clearly need better solutions."

For more information on the CVR contact Alan Hummel, SRA, Senior Vice President and Chief Appraiser at Forsythe Appraisals (651-765-9512) or Mark Linné, MAI, SRA, CRE, CAE, ASA, FRICS, Executive Vice President, Education and Analytics at AppraisalWorld (303-995-0899)

About AppraisalWorld

AppraisalWorld is an innovative, appraiser-centric technology company that leverages data and analytics to create turnkey solutions for appraisers and lenders. From the company's innovative, patent-pending national appraiser directory that locates and ranks appraisers by their level of work experience in the subject property neighborhood, to the company's Collateral Valuation Report, AppraisalWorld leads the industry in providing powerful tools to empower appraisers. The company's strategic partnerships with industry-leading companies such as Microsoft®, Marshall & Swift™, Fidelity Data Services, Flood Insights™, and Veros, coupled with its exceptional analytics tool-set and appraisal identity authentication ensure that clients are powerfully positioned to meet the needs of the market in a challenging economic environment.

About Forsythe Appraisals

Since 1940, Forsythe Appraisals, LLC has built a reputation based on a legacy of delivering legendary customer service and the highest quality appraisals. The firm's long-standing commitment to an appraiser-staff model ensures quality and consistency throughout the organization and continues to attract and retain the highest caliber appraisers in the industry. With branch offices strategically located from coast to coast, serving more than 40 metropolitan areas, Forsythe Appraisals offers more on-staff appraisers than any other independent appraisal company in the country. And through its wholly owned subsidiary Valocity, the company can provide appraisal services in all 50 states. For more information visit: www.forsytheappraisals.com.

About Valocity

Valocity is an independent, national valuations provider committed to delivering innovative, high quality appraisal solutions. Led by an expert team of designated valuation professionals, no other appraisal company offers a higher level of expertise or more in-depth quality assurance processes and controls. From our detailed review of 100% of all appraisal reports, to our customized QC procedures, our ability to ensure superior quality and accuracy throughout every aspect of the appraisal process is unmatched in the industry. Our affiliation with Forsythe Appraisals, the largest independent appraisal company in the United States, with a legacy of success dating to 1940, unites two organizations with a shared commitment to quality, innovative technology, and a depth and breadth of experience unequalled in the industry, making Valocity the one-stop total valuations solutions provider. For more information visit: www.valocity.com.

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