

## **LendingCycle Conducts Trials of a Secondary Market Focused Version of Their Technology with Financial Federal**

LOUISVILLE, KY (July 29 2008) – The Financial Federal Bank (based in Memphis, Tennessee) will be using the LendingCycle solution for managing their secondary market lending. These efforts are part of Lending Cycle, Inc's trials of their Secondary Market focused version of this application. LendingCycle is the flagship productivity product from Louisville based Lending Cycle, Inc.

LendingCycle is a web based software application that tracks and analyzes loans of all types through all phases of the workflow environment. This application is the only collaborative solution that performs these tasks from referral to maturity for all loan types. As loans are tracked, information is obtained for all pertinent parties (lenders, assistants, processors, managers, etc.). These parties each have unique logins (accessed from their Web browser) that provide them analysis of the loans based on the task they perform (managers see management information, credit underwriters see pertinent credit information, assistants get automated "to do" lists, etc.). Plus, all external participants can be included: brokers, other financial institutions, and federal funding groups can monitor all pertinent lending projects real-time. LendingCycle is unique in that it covers the entire lending environment for all loan types, addresses all human roles in that environment, can include all parties, and can be aggressively updated to address the ever changing nature of lending. This application is accessed through a Web browser from a SAS 70 Type II 99.999 audited Data Center, tailored to different staff roles, and gives quick and easy performance and pipeline reports.

"We are excited to be performing trials of a secondary market version of our application," said John Jackson, Chief Executive Officer of Lending Cycle, Inc. "Financial Federal is a great partner for this process."

Financial Federal is in the process of implementing their LendingCycle Solution.

### **About Lending Cycle, Inc.**

*Lending Cycle, Inc. (based in Louisville, Kentucky) produces easy Lender Productivity and Workflow Automation solutions that monitor compliance items (such as Exception Items – pre and post close) and truly build a more efficient lending environment. Their mission is to revolutionize the way lending and loan funding is managed for the entire Financial Institution sector by leveraging new technologies and providing solutions not offered in the sector today. [www.LendingCycle.com](http://www.LendingCycle.com)*

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