

LCI Launches LendingCycle Lender Automation Application

Lender Productivity and Workflow Automation solution goes to market

LOUISVILLE, KY (January 2, 2008) – Lending Cycle, Inc. (LCI), an emerging innovator in Lender Productivity and Workflow Automation for Financial Institutions, has launched its flagship product (LendingCycle) after an extensive research and development period spanning over three years. LendingCycle, is an easy Lender Productivity and Workflow Automation solution that monitors performance and compliance items and focuses on a more efficient lending environment for Financial Institutions.

When LCI founder John Jackson served as the Executive Vice President of a Bank, he couldn't find any solutions that were useful and cost effective for managing loan workflow and lending productivity. He needed loan workflow analysis, Lender productivity information, exception item tracking, pipeline data, funding data, and other types of information that were hard to get reliably from having Lenders fill out spreadsheets. Most of the Financial Institution oriented solutions that addressed this need were expensive CRMs that primarily focused on post Close customers. Other options were for organizations selling something for a price. He needed a solution that didn't exist. So he started a research and development effort in 2004, formed a company in 2007, and today launched a unique solution that offers an easy and powerful solution to manage Lending before the Close.

LendingCycle is a Web 2.0 themed Lender Productivity and Workflow Automation solution that monitors performance and compliance items and focuses on a more efficient lending environment. This solution emphasizes consistent controls and workflow in the pre-close lending environment and greatly assists the collection of Exception and other Items (pre and post close). LendingCycle 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.

LendingCycle combines the best attributes of reporting, performance management, CRM, business intelligence, and other efficiency systems. While hard to categorize into any of those groups, this solution was designed to deliver the best possible Workflow Automation and Lending Productivity solution for Financial Institutions of any size! LendingCycle is typically categorized as a Sales Force Automation (SFA) solution, to which there are few if any direct competitors that focus specifically on this functionality for Financial Institutions.

Over three years of research and development were devoted to building a solution tailored to the specific needs of Financial Institutions (FIs) of all sizes. Much of this research was focused on changing the technology paradigm of this sector and making the application easy to purchase, deploy, and use.

LendingCycle:

- Establishes consistent controls and workflow in the pre-close lending environment
- Provides "real-time" tracking of Lender, Location, Loan Type, Group, and other Performance Indicators and Goals
- Greatly assists and manages the collection of Technical Loan Exception and Loan Approval Items (pre and post close)
- Provides the tools and mechanism to build a more efficient lending environment and true Sales Culture
- Allows the tracking of referrals internally and by external parties (real estate agents, brokers, etc.)
- Provides efficiency, productivity and organizational tools for Lenders (and others in the Bank)

- Provides quick and easy access to real-time reports and information such as:
 - Automated Loan and Credit Memorandums
 - Instant Loan Pipelines
 - Frontend Funding Reports
 - Lender, Location, Loan Type, Group, and other Performance Indicators
 - Technical Loan Exception Item Tracking pre and post close (what's currently needed and what was missed)
 - Portfolio Management Item Tracking (follow-up collection of financials and similar)
 - Lender Productivity Analysis
 - Cross Sell Tools
 - Active Geographic Mapping of Lending Activity
 - Board Presentation Items
 - ... and more

“Developing LendingCycle has been a life changing and faith building process that has brought a lot of excitement,” said John Jackson, Chief Executive Officer of Lending Cycle, Inc. “I truly believe we have produced something very different and yet pertinently essential for this environment. I believe we can go into any Financial Institution and fill an existing need.”

LCI expects to have its first Financial Institution customer by May of 2008, and plans to close out the year with over thirty Institutions.

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 applications are built specifically for Lenders and designed to revolutionize the solution paradigm for Financial Institutions. www.LendingCycle.com

Media Contact:

John Jackson
Lending Cycle, Inc.
502-515-4916
JohnJ@LendingCycle.com