

News Release
For Immediate Release

LCI Starts Testing of LendingCycle Application and SingleCycle Interface Methodology

LOUISVILLE, KY (May 31, 2007) – Lending Cycle, Inc. (LCI), an emerging innovator in Lender Productivity and Workflow Automation for Financial Institutions, has started testing of its flagship product (LendingCycle) after an extensive research and development period spanning over three years. Much of the initial testing will be focused on their SingleCycle interface methodology. 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. SingleCycle focuses on new methods for navigation

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.

LCI's SingleCycle Methodology changes the way users navigate in Web based applications. Finding something online usually entails going to a search page, which leads a user to another page, where they may have to go to yet another page to get what they need. During their search, they're presented with multiple options (some relevant, but most are not). LCI's technology and SingleCycle Methodology allow users to perform several functions on a single page with fewer steps. There are no search pages in LCI applications. Users find and search utilizing SingleCycle tools in a predetermined context so they get what they need as quickly as possible

"Users want an easy and quality experience. If it takes five minutes or ten clicks to perform a function, they probably won't do it" said John Jackson, Chief Executive Officer of Lending Cycle, Inc. "Our SingleCycle methodology allows users to perform most functions within one to three clicks, and we design functions to work in seconds not minutes."

LCI expects to finish the test of LendingCycle before the end of the year and to enter the market in January of 2008.

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

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