

News Release  
For Immediate Release

## **LCI Introduces Vision Framework for Application Development**

LOUISVILLE, KY (July 17, 2006) – LCI, an emerging innovator in Lender Productivity and Workflow Automation for Financial Institutions, has announced the Vision Framework for application development. This is the framework used for its flagship product (LendingCycle) that will go to market in January of 2008.

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, tailored to different staff roles, and gives quick and easy performance and pipeline reports.

LendingCycle has constructed their Vision Framework. This highly dynamic development methodology establishes each application item (graph, table, report, etc.) as a completely separate operable component. Components are assembled each time a user accesses a new page, but also work independently. This allows for rapid and distributed development as multiple and diverse entities can develop LendingCycle components independent of each other. This also allows for advanced customer customization with little effort. Partners, consultants, and others can utilize the Vision Framework Software Development Kit (SDK) and Compatibility Process to develop custom components independent of LendingCycle.

“As we’re building LendingCycle from the ground up, we want to have extreme flexibility” said John Jackson, Chief Executive Officer of Lending Cycle, Inc. “With our Vision Framework, LendingCycle components can be produced in .Net, PHP, or ColdFusion and still function cohesively. They can also be produced independently and allow our partners a tremendous amount of flexibility.”

LCI expects to start testing LendingCycle in 2007 and to enter the market in January of 2008.

### **About LCI**

*LCI (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](http://www.LendingCycle.com)*

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