

News Release
For Immediate Release

PaymentCycle Ushers in a New Era of Referral Management and Cloud Computing for the Payments Sector

New solution provides unique collaborative approach for referral and workflow management between payment companies and customers.

LOUISVILLE, KY (August 5, 2009) – Lending Cycle, Inc. (LCI) announced the launch of its newest cloud computing solution, PaymentCycle. This solution provides easy collaboration between organizations for referrals and the specific workflow management needs of payment companies. PaymentCycle marks a new era of easy and efficient interaction between companies in this sector.

PaymentCycle is a collaborative web based software application that tracks and analyzes referrals and applications through all phases of the workflow environment. Account conversion and help desk tools are also integrated into the workflow management suite. This application is the only mass market solution that performs these tasks while also providing collaboration between companies.

PaymentCycle gains some of its uniqueness from the fact that it covers the entire referral and application environment, addresses all human roles in that environment, can include internal/external parties, and can be aggressively updated to address the ever changing nature of the payments sector. The application is accessed through a Web browser from a SAS 70 Type II Data Center, is tailored to different roles, and gives quick and easy performance and status reports.

“We are very excited about the competitive advantage PaymentCycle brings to this marketplace providing our customers compelling new efficiencies and real time management,” said LCI President Bruce Schratz. “The ease of use combined with the ease of implementation and price point make this one of our most exciting cloud products.”

PaymentCycle joins the LendingCycle and AppraisalCycle solutions in LCI’s array of collaborative products. All LCI products are provided in a “Cloud Computing” model where users access their applications from a remote data center via their Web browser. Each product is designed and deployed as a platform for easily delivering other solutions. The LendingCycle solution was LCI’s first product and is focused on financial institutions. All other LCI “Cycle Products” seamlessly tie together with little effort and no additional costs.

About LendingCycle, Inc.:

Lending Cycle, Inc. (LCI) is a research and technology company that provides unique collaborative solutions. Their mission is to revolutionize the way professionals collaborate by leveraging new technologies. Headquartered in Louisville, KY, LCI is privately owned. www.lendingcycle.com.

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