



News Release

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National Mortgage Alliance Earns 2007 "Outstanding Website" WebAward

ATLANTA, September 18, 2007- Online mortgage lender National Mortgage Alliance announced it was awarded an **Outstanding Website** award for the financial services industry in the 11th annual Web Marketing Association WebAward competition.

WebAward is the premier annual website competition that names the best web sites in 96 industries while setting the standard of excellence for all website development. The Web Marketing Association's panel of distinguished judges from around the world evaluated more than 2400 web sites from 40 countries during the 2007 WebAwards contest.

Entries in each category were evaluated by three or more expert judges, who scored sites in seven areas: design, copy writing, innovation, content, interactivity, navigation, and use of technology. The National Mortgage Alliance website achieved a score of 60 out of 70 possible points, well above the industry average of 51.2 for financial services firms.

"It is an honor to have our efforts to build a simple, user-friendly mortgage website recognized by the Web Marketing Association," said Joellyn Sargent, senior vice president for National Mortgage Alliance. "Since launching the site more than two years ago, our team has worked diligently to expand our content and enhance the user experience in order to make the intimidating process of mortgage shopping easier for borrowers."

"With the current turbulence in the mortgage market, it is more important than ever for borrowers to have easy access to straightforward mortgage information and quick and accurate rate search capabilities," continued Sargent, "This award affirms our commitment to excellence in online lending, and we're proud to be recognized for our efforts."

A complete list of the winning sites can be found at the WebAward Web site at www.WebAward.org

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About National Mortgage Alliance

National Mortgage Alliance (www.NationalMortgageAlliance.com) is a rapidly growing online mortgage lender. Established in 2004, the company offers mortgages and home financing in all 50 states and the District of Columbia. As a division of the FDIC-insured Georgia Banking Company (www.geobanking.com), National Mortgage Alliance is part of a professional organization that emphasizes honesty and integrity above profit and return on investment. National Mortgage Alliance is an Equal Housing Lender.

About the Web Marketing Association

The [Web Marketing Association](#) is working to create a high standard of excellence for Web site development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of Website development and marketing on the Internet. Since 1997, the Web Marketing Association's annual WebAward Competition has been helping interactive professionals promote themselves, their companies, and their best work to the outside world. Now in its eleventh year, the WebAward Competition has become the premier award event for Web developers and marketers worldwide.