

LENDER411.COM LAUNCHES MARKETPLACE THAT CONNECTS BORROWERS WITH QUALIFIED LOCAL AND NATIONAL LENDERS

Unique internet community brings transparency and ease-of-use to online loan shopping

Orange, CA – October 6, 2010 – Lender411.com (<http://www.lender411.com/>), a unique online community that connects homebuyers and homeowners with qualified mortgage professionals, today announced the official launch of its new website along with a wide array of resources for consumers and lenders. Lender411.com provides a single destination where consumers can find the best home loan options through professional consultation and use of intuitive, interactive tools. The site also offers a reliable platform for lenders to promote their services and connect with prospective clients on a local and national level.

For consumers, access to all of Lender411.com's many features is completely free. Lender411.com enables consumers to tap into a trusted network of mortgage professionals who can offer expert advice. The site also provides useful resources such as lender ratings and reviews, mortgage calculators, financial widgets, historical data, and a wealth of valuable information to help the consumer select the right loan. Central to Lender411.com's user interface is its innovative **LoanDESK** dashboard, a dynamic platform that serves as a personalized command center for the shopping consumer.

"Lender411.com delivers a valuable service to consumers who are shopping online for their next mortgage," said Rocky Foroutan, CEO and founder of Lender411.com. "People are increasingly relying on the web to search for home financing choices, and we have identified an opportunity to empower consumers in this pursuit. Our transparent, interactive community enables consumers to perform research, get educated, and ultimately make smart decisions."

For lenders, basic membership is free and includes a personalized and customizable profile page on the site. Lenders can customize their profile pages with compelling content such as [mortgage interest rates](#), blogs, videos, testimonials, and interactive forms. Similar to other social networking sites such as Facebook and LinkedIn, Lender411.com's profile pages expand members' web presence and bring valuable online exposure and credibility. These profile pages also make an ideal place for lenders to host unbiased third party ratings and reviews.

"We have about 5000 mortgage professionals in our community, and that number is growing every day. We've been building [mortgage websites](#) since 2003 through our sister company, www.lenderhomepage.com, and our clients have been asking for a credible, unbiased portal such as Lender411.com where they can showcase their services and extend their marketing reach. The positive feedback Lender411.com has generated to date during its Beta period is evidence that we are competently addressing these needs."

Lender411.com generates its revenue by selling real-time leads, rate-table advertising and premium site memberships to mortgage professionals. Lender411.com also offers brand enhancement opportunities through banner advertising and sponsorships. This business model is similar to the popular Bankrate and Lending Tree systems, but what sets Lender411.com apart is its added transparency, ease-of-use, and communal scope. Lender411.com has already established a significant nationwide presence and continues to grow rapidly.

About Lender411.com

Founded in 2006, Lender411.com is an online community connecting consumers shopping for home financing options with qualified mortgage and real estate professionals. The site provides an open and transparent platform where consumers can tap into a trusted network of mortgage professionals and seek expert advice and assistance in choosing the right loan. Lender411.com's innovative technology has defined new best practices standards for the online lead generation industry. For more information and an exploration of all services and resources offered, visit www.lender411.com.