



FOR IMMEDIATE RELEASE

## MindBox Wins Mid-Market Banking Customers

Regional Lenders Fuel Their Growth With Strategic Investment in MindBox's Automated Underwriting and Loan Origination Solutions

**Greenbrae, CA, March 22, 2004** – MindBox™, LLC, the worldwide leader in technology for automating complex business and decision processes, announced the addition of several new mid-market banking customers including: HomeBanc, First Preference Mortgage Corporation and ACT Mortgage Capital.

These new customers use MindBox's *ARTEnterprise* Product Family of application components to automate lending decisions and processes in order to enable continued rapid growth. The automated processes include loan qualification and pricing, loan underwriting and deal structuring processes -- across all channels such as branch offices, call centers and Website.

For example, HomeBanc is using MindBox's *ARTEnterprise* platform to develop a Best-Fit Engine to advise loan agents – right at the point of customer contact - on the best available HomeBanc loan product for any given customer situation. The Best-Fit Engine will have up-to-date knowledge of HomeBanc's entire loan product offerings, and can make intelligence decisions about how to structure a loan program that meets the needs and preferences of the customer, and is appropriate for the given property.

"We are a relatively new customer, yet we are already experiencing a significant savings in IT costs because the technology design allows our business staff, who don't have any IT or technical development experience, to make adjustments to the powerful rules engine on an as needed basis," said Bill Reed, Executive Vice President for HomeBanc. "MindBox's commitment to incorporating customer guidance in the continued development of their software and its components ensures that we can leverage our software investment well into the future."

First Preference is using *ARTEnterprise* plus MindBox's *ARTPrice* and *ARTQualify* components to allow its loan brokers and branch-based loan officers to more quickly and accurately structure and price loan products. The products enable this improved efficiency by automating feature-based qualification and pricing guidelines, loan-specific "required conditions" and the rate lock process. MindBox's technology also provides loan status updates to brokers on-line, generates broker-specific rate sheets, and automatically uploads loan applications from existing point-of-sale systems.

MindBox's success in penetrating mid-market financial services companies is the result of continued improvements to its component software as well as to the addition of flexible pricing options. MindBox introduced transaction-based pricing in 2003, allowing customers to pay a smaller up-front licensing and installation fee

coupled with a monthly fee based on loan transaction volume. MindBox has also reduced implementation time by adding core functionality to the component product base, which results in lower deployment costs. For rapidly growing mid-market financial services companies, MindBox's *ARTEnterprise* software is a strategic investment that increases the productivity of their loan agents/account executives by an average of at least 30%.

**About MindBox, LLC.**

Based in Greenbrae, California, MindBox, LLC is a technology company that helps financial services companies gain a competitive edge by intelligently automating their complex business and decision processes. The company develops and markets innovative software and consulting solutions that leverage industry and internal best practices to deliver multi-channel, intelligent solutions designed to optimize client interactions. For more information, please visit MindBox's Web at [www.mindbox.com](http://www.mindbox.com) or call (877) 650-MIND (6463)

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**Media Contacts:**

Paige Mazzoni  
MindBox, LLC.  
(415) 785-3063  
[paige.mazzoni@mindbox.com](mailto:paige.mazzoni@mindbox.com)

Marie Clark  
Rocket Science, Inc.  
(415) 464-8110 x4  
[marie@rocketscience.com](mailto:marie@rocketscience.com)