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MindBox Wins 'Trend Setting Product of 2003' Award

ARTOptimize Software Chosen by KM World Editorial Staff as Most Influential Product in Business Process Management Category

Greenbrae, Calif., August 22, 2003– MindBox, a leading provider of intelligent automation software for the mortgage lending process, has been selected by the editors of KM World magazine as the "Trend Setting Product of 2003" in the business process management category. The announcement will be made in the September 2003 issue of KM World.

"Product development has tracked along closely with certain market-driving trends this year," says Andy Moore, publisher of KM World. "Our editors have been watching these developments with great interest for a while now. We wanted to acknowledge the contributions that the software industry has made to the industry at large." MindBox was chosen from a field of 230 nominations.

MindBox won the Trend Setting Product of 2003 award by virtue of the next-generation capabilities that its *ARTOptimize* product has brought to the category of Business Process Management (BPM). Until now, BPM software has automated only the repetitive and administrative processes in today's enterprises; *ARTOptimize* is leading the next wave of innovation by automating complex *creative* processes – processes that have in the past required a human being to complete.

Using a combination of rules and MindBox's sophisticated inferencing engine to emulate the human decision processes, *ARTOptimize* can, for example, evaluate a loan request for a bank and, instead of just accepting or rejecting the borrower based on simple ratios and policies, the software can design and structure a completely different loan solution – for example, suggest closing out the car loan and lumping that debt into a larger first mortgage.

ARTOptimize works both on-line and off-line (website, interactive kiosk, call center, field agent's laptop, etc.), so that creative processes can be centrally managed and decisions applied consistently.

About KM World

KM World is a monthly, controlled-circulation magazine that covers knowledge management technologies and issues. KMWorld also offers a number of special publications, including: the KMWorld Best Practices White Papers series; the KMWorld Buyer's Guide; and the KMWorld Microsoft Partner's Directory. KM World magazine is published by Information Today, Inc. Visit www.infotoday.com or www.kmworld.com for more information.

About MindBox, LLC

Based in Greenbrae, Calif., MindBox, LLC is a technology company that helps financial services institutions automate their complex decision processes such as loan underwriting, loan product selection, cross-selling opportunities and feature-based pricing. The *ARTEnterprise* Product Family is an industry-proven software system that emulates human

judgment by using rules and a patented case-based reasoning engine to automate the decision-making process.

MindBox also offers consulting solutions for the financial services industry and ships a complete suite of applications including *ARTOptimize*, *ARTQualify*, *ARTPrice*, The MindBox Power Editor and Debt Consolidation Advisor. All MindBox products work online and offline to optimize every customer interaction across multiple channels.

More information can be found at www.mindbox.com or by calling (877) 650-MIND (6463).

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