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Lenders One[®] Partners with Leads360 to Strengthen Members' Customer Generation Initiatives

Relationship enables members to maximize sales and marketing efficiency during loan origination process

ST. LOUIS, February 22, 2011 – [Lenders One[®] Mortgage Cooperative](#), a national alliance of community mortgage bankers, correspondent lenders and suppliers of mortgage products and services, announced El Segundo, Calif.-based [Leads360](#), the largest provider of lead management software, as its newest preferred vendor. The partnership is aimed at enabling Lenders One members to optimize leads and convert as many as possible into closed loans.

“With today’s mortgage market so competitive, lenders must make the most of the inquiries they generate and maximize the number that result in closed loans,” said Scott Stern, Lenders One CEO. “Offering our members the tools to establish a solid customer acquisition strategy is critical for the effectiveness of their business. Leads360 provides a platform to ensure the quick contact, consistent follow-up and persistent pursuit of all their mortgage leads.”

Leads360’s lead management software gives lenders complete end-to-end pipeline visibility, analytics and reporting for their sales and marketing activities. The technology supports the receipt and organization of real-time leads from any marketing source in a single system, and includes customizable workflow for leads to appropriately be assigned and worked based on criteria including loan officer performance or skill set. Lenders One members can now leverage Leads360 to grow their pipelines by increasing their efficiency, intelligence and process

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automation. Additionally, Leads360 is integrated with all the major LOS providers, and can directly handoff lenders' leads once they are converted.

Nick Hedges, Leads360's chief revenue officer, explained, "In today's highly competitive mortgage origination market, it is critical that mortgage companies differentiate themselves from their competitors in terms of responsiveness to consumers. For that reason, originators must be able to instantly follow-up with new leads by capturing and assigning them in real-time, as well as by managing and tracking leads from start to finish to gain a competitive advantage. Through Leads360, Lenders One members are equipped with the speed, process and persistence to get far better results from the leads that they generate."

Prior to the formal partnership, a significant number of Lenders One's members were already leveraging the Leads360 platform. The cooperative recognized the value to members and wanted to extend the same opportunity to its entire membership base.

Stern added, "Leads360 is the most experienced provider of lead management software, and its flexibility can fit the needs of any mortgage originator, including those of independent mortgage bankers. Lenders One is privileged to have this relationship and expects it to have a positive impact on members."

About Lenders One Mortgage Cooperative

Lenders One is a national alliance of mortgage bankers, correspondent lenders and suppliers of mortgage products and services. The cooperative was established in 2000 and is based in St. Louis. With more than 180 members originating \$77 billion in mortgage loans for 2009, the Lenders One alliance ranks as the third largest retail mortgage originator in the U.S. Its mortgage productivity system additionally allows members to close more loans, satisfy continuing education requirements and market themselves more powerfully. Lenders One is a subsidiary of Altisource Portfolio Solutions S.A. (NASDAQ: ASPS). For more information about membership, contact Tim Stern 866.728.5678 or visit www.lendersone.com.

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About Altisource™

Altisource Portfolio Solutions S.A. (NASDAQ:ASPS) is a provider of services focused on high value, knowledge-based functions principally related to real estate and mortgage portfolio management, asset recovery and customer relationship management. Utilizing its integrated technology that includes decision models and behavioral based scripting engines, the company provides solutions that improve clients' performance and maximize their returns. Additional information is available at www.altisource.com.

About Leads360

Founded in 2004 and headquartered in Los Angeles, Calif., Leads360 develops hosted software solutions for managing sales leads. Distinguished by its focus on solutions that address the unique needs of businesses that sell to consumers, Leads360 is recognized as a market and technology leader, managing more than 20 million leads for over 1,100 enterprises and mid-market clients. With a suite of solutions scaled for small to enterprise organizations, the company offers the industry's most comprehensive and configurable lead management platform. For more information, visit <http://www.leads360.com/>.

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