



PRESS RELEASE

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The Wizard of Oz Campaign Gains Momentum With Lenders One Members Cooperative leverages film's popularity to benefit independent mortgage bankers

ST. LOUIS, March 31, 2009 – The members of [Lenders One Mortgage Cooperative](#), a national alliance of mortgage bankers, has launched a national promotional campaign featuring video, still images and audio from the film *The Wizard of Oz*, through a license agreement with Warner Bros. Consumer Products. Lenders One's innovative campaign coincides with this year's 70th anniversary celebration of *The Wizard of Oz*.

Last November Lenders One announced the license agreement, which it obtained for the advertising and marketing purposes of its members. The cooperative is now leveraging a variety of print, broadcast, Web and other materials to build continuous, consistent messaging and extend the reach of each member in its respective community.

"*The Wizard of Oz* is a timeless, familiar film that resonates in the hearts of all ages," said [Scott Stern](#), Lenders One CEO. "Our members are using these iconic phrases and images to illustrate in their communities the soundness of their lending and the availability of viable mortgage products. The campaign is enabling them to build a new customer base while reconnecting with existing core borrowers."

For the campaign, which is titled *The Brains, the Courage and the Heart to Make Your Dreams Come True*, Lenders One members can develop customizable flyers, direct mail materials and print ads as well as Web site [splash pages](#) and online banner ads. Additionally, they have access to sound bites and video to create 30- or 60-second TV commercials and two 30-second radio spots. Lenders One also has made available templates for designing counter cards, table tents, coffee mugs and even 5-foot lobby displays.

Larry Bell, vice president and mortgage loan manager for Bank of Idaho, explained, "The materials are easily tailored to fit our needs, and the support staff at Lenders One has been great to work with in training our employees. This campaign has positioned the quality of our

marketing efforts above the national lenders and has given the spirits of our employees a boost as they feel we are investing in their future.”

To ensure that each member can maximize on these opportunities, Lenders One named Ann Eberlin Patton as creative director and Stephanie Huth as brand manager to coordinate all efforts on *The Wizard of Oz* campaign. Patton’s background in marketing and public relations includes development of business-to-business advertising and direct mail campaigns, as well as graphic design, project administration and vendor management. With 15 years in marketing and advertising, Huth gained much of her experience through reaching out to field partners, franchisees and member companies to extend corporate branding through all distribution levels.

Huth explained, “Our members have not been given marketing and advertising tools – they have been given a campaign. Lenders One is guiding the development of 30-, 60- and 90-day marketing plans for each member, essentially serving as a marketing support team. Our goal is to not just provide members the tools to market, but to help these independent mortgage bankers seed their own marketing plan that can evolve into a long-term branding strategy.”

Lenders One plans on *The Brains, the Courage and the Heart to Make Your Dreams Come True* to be a living campaign. The cooperative expects to roll out various community programs, such as movie nights, and other related activities throughout the year based on feedback from members.

About Lenders One Mortgage Cooperative

Lenders One is a national alliance of mortgage bankers which was established in 2000 and is based in St. Louis. With more than 140 members originating \$40 billion in mortgage loans annually, the Lenders One alliance ranks as the ninth largest mortgage originator in the U.S. Lenders One leverages its aggregate buying power and preferred-investor relationships to negotiate better lending terms and provide premium business services at reduced costs. Its mortgage productivity system additionally allows members to close more loans, satisfy continuing education requirements and market themselves more powerfully. For more information about membership, contact Tim Stern 866.728.5678 or visit www.lendersone.com.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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