

Optimal Blue acquires Sollen Technologies

October 7, 2011

Optimal Blue, the award winning comprehensive, Web-based platform that couples pricing and secondary marketing automation with content management for the mortgage industry, today announced it had acquired Sollen Technologies, LLC.

This transaction gives Optimal Blue a more commanding position in the market, adding to its hundreds of mortgage banking clients, comprised of independent mortgage banks, credit unions and community banks. The purchase of Sollen's assets includes a business process patent. Optimal Blue will begin executing on the integration of the two companies' products, customers and employees immediately, ensuring a smooth transition that maximizes the value inherent in the acquisition.

According to Larry Huff, co-CEO of Optimal Blue, "Optimal Blue has always been committed to growth, both organically and through acquisitions. Marking our third acquisition in the past few years, we believe the addition of Sollens' customers, employees and technology enable us to gain market share immediately, while meeting a broader set of customer needs and expanding our opportunities for more growth in the future."

Founded in 1999, Sollen Technologies was the first Web-based product eligibility and secondary marketing automation platform introduced into the mortgage market. Sollen has advanced the industry through its innovation for more than a decade, resulting in loyal customers and an entrepreneurial spirit that has paved the way for consistent enhancements in PPE technology. With a similar philosophy to Optimal Blue, the company has focused on increasing profits and efficiencies for mortgage lenders, through real-time pricing workflow automation.

"Given the alignment of our visions, technologies, and overall strategies, the combination of our two companies will advance our ambition of continued product innovation," said Michel Van Hee, Sollen Technologies Chief Executive Officer. "With a similar ancestry and a devout customer-centric philosophy, we look forward to bringing added value to the mortgage banking community."

Optimal Blue retained Milestone Advisors as its financial advisor and Ferguson Law Group as its legal advisor. Sollen Technologies retained Krall & Co. as its financial advisor and Walker Law Firm as its legal advisor.

About Optimal Blue

Founded in 2002, Optimal Blue is a Web-based provider of product eligibility and pricing engine (PPE) technology. Based in Plano, Texas, Optimal Blue has developed a comprehensive suite of products designed to give lenders the ability to automate the management and distribution of their products, pricing and secondary marketing activities, enabling originators to then source, manage, price, lock and sell loans in a way that is efficient, accurate and easy to use. Without having to be technology experts, Optimal Blue's solutions allow clients to leverage superior

technology and content for a competitive advantage. For more information, please visit www.optimalblue.com.

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