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Prime Alliance Real Estate Services, L.L.C. Appoints New

Tukwila, WA – Joe Brancucci, Chairman of Prime Alliance Real Estate Services, L.L.C. Solutions, Inc. today announced the appointment of Shiela Finley as Executive Vice President of Prime Alliance Real Estate Services, L.L.C. (PARES) Ms. Finley succeeds Carolyn Hultquist, who will retire at the end of March 2008. Finley assumes operational, sales and marketing responsibility for PARES this month.

"We are fortunate to have a talented industry insider like Shiela join us as Executive Vice President of Prime Alliance Real Estate Services," said Brancucci. "She has experience in many aspects of the mortgage business, most recently as an Account Manager with Ticor Title, where she was a top-producer in Puget Sound. Her sales talents, energy and drive make her the ideal candidate to succeed our founding EVP, Carolyn Hultquist," he continued.

"I've had the good fortune to work with Joe Brancucci and experience the innovation and creativity his team brings to credit union housing finance and real estate services," said Finley. "Their formula works. While the rest of the market is suffering the sub-prime doldrums, the Prime Alliance Family and its customers are setting new records. I am pleased to be joining this talented group of people, and looking forward to growing this key aspect of the business," added Finley.

Carolyn Hultquist's extensive real estate and relocation services established Prime Alliance Real Estate Services as the first organization to build meaningful relationships between credit unions and the real estate community. "Real estate agents, members and credit unions have benefited significantly from Carolyn's commitment over the past five years. Under her guidance Prime Alliance Real Estate Services has returned in excess of \$4 million in real estate rebates to members nationwide, while also providing unmatched levels of service to members and agents. Credit unions, likewise, have benefited. More than 90% of the members who buy a home with PARES' help finance it with their credit union," commented Brancucci. "We wish Carolyn well, she will be sorely missed," he concluded.



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About Prime Alliance Solutions, Inc.

Prime Alliance Solutions, Inc. is the largest credit union service organization and the credit union movement's recognized leader in innovative mortgage solutions. Prime Alliance's approach to mortgage lending is used by more than 1,600 credit unions nationwide. Prime Alliance offers a full family of real estate solutions, including online applications, loan origination software, loan servicing, closing and settlement services, real estate services, Strategic Mortgage Solutions University and consulting. Visit the website at www.primealliancesolutions.com.