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Prime Alliance Solutions, Inc. Appoints President and Chief Operating Officer

Tukwila, WA – Joe Brancucci, Chairman and CEO of Prime Alliance Solutions, Inc. today announced the appointment of Kerry Oldenburg as President and Chief Operating Officer. Ms. Oldenburg, known to many as Prime Alliance's former Vice President of Development, returns in her new role effective February 11.

"We are pleased Kerry has agreed to rejoin Prime Alliance at this important point in its evolution," said Brancucci. "She was a founding staff member, one who helped conceptualize Prime Alliance. During her first tenure she guided the development of the Company's technology, helping shape the platform that today enables a fully electronic, paperless mortgage lending process for credit unions of all sizes," he continued. Ms. Oldenburg assumes responsibility for all Company operations, where she will concentrate on delivering a consistent, quality customer experience, continuing development and expanding use of Prime Alliance's industry-leading technology and growing its customer base.

"I am proud to be returning to Prime Alliance," said Oldenburg. "It is gratifying to know the idea we conceived in the late 1990s has become such a force in credit union mortgage lending. Seven years later we have helped credit unions assist hundreds of thousands of members finance their homes affordably and sustainably. I'm looking forward to leading Prime Alliance further down its original path to the benefit of credit unions and members everywhere," concluded Oldenburg.

Brancucci noted that Dan Green, Prime Alliance's EVP and former COO, remains with the Company as EVP of Strategic Initiatives, concentrating on growth strategies. "Dan helped lead Prime Alliance through its early days, managing the Company through the evolution from technology organization to full-service mortgage solutions provider. His future contributions are certain to help better position credit unions as their members' lender of choice," 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.