

## News Update

February 7, 2008

### **The Key becomes fastest growing CRM system**

Mortgage Brain, the UK's main provider of mortgage sourcing, point-of-sale, compliance and electronic trading solutions, has announced, that the Key, its business management, mortgage sales and compliance process software system, is top of the list for mortgage intermediaries looking for a CRM solution

Acquired by Mortgage Brain in May 2006, and following substantial investment in both its product and supporting services, the Key's contracted users now exceed a staggering 3,000 intermediaries with forecasts predicting further substantial growth in 2008.

Mark Lofthouse, CEO of Mortgage Brain and the Key, said, "The rapid success of the Key has been exciting and has been very well received by mortgage introducers who want to drive their business forward through a technology platform that manages all aspects of the customer relationship and business management. Thousands of intermediaries and financial services companies now realise the benefits of the Key in transforming their business.

"The Key is firmly established as the intermediaries' choice."

- Ends -

#### **NOTES TO EDITORS**

##### **About Mortgage Brain**

- MBL Holdings, formed in 1986, is jointly owned by Alliance & Leicester, The HBoS Group (including Halifax, Bank of Scotland, The Mortgage Business, Intelligent Finance, Birmingham Midshires), Nationwide (including UCB), Northern Rock, Royal Bank of Scotland (including NatWest) and Woolwich.
- The consortium of six owners, together with their subsidiaries, collectively account for in excess of 65% of the new business mortgage market within the UK.
- MBL Holdings currently has over 26,000 users of its products and services.

**About The Key**

- The Key was acquired in May 2006 and substantial investment has occurred and is planned following its integration within the company.
- The Key was launched to the market in 2005 and offers mortgage intermediaries the best and most comprehensive point of sale, compliance and business management capability.
- The Key was developed to deliver a single technology solution to meet the needs of a mortgage intermediaries' business and is integrated with the market leading sourcing systems and the Mortgage Trading Exchange, the only true electronic trading platform.

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