

FLDI Announces New Strategic Alliance with Southeastern Marketing Group, Inc.

AUSTIN, Texas, Sept. 12, 2005 - First Lenders Data, Inc. (FLDI) , an Austin, Texas-based provider of bundled settlement service solutions to the mortgage lending industry, and Southeastern Marketing Group, Inc. (SEMGI), an Atlanta-based provider of insurance services, announced the formation of a strategic alliance to provide credit union customers with mortgage products and services.

This new alliance, formed in May, enhances a previous relationship between the two companies and enables SEMGI to offer its customers direct access to FLDI's , a vendor management platform offering mortgage solutions through a single point. FLDI's entire collection of bundled mortgage services is now available through the FLDI platform including credit, flood, AVMs, guaranteed AVMs, credit-based lien reports, desktop appraisals, drive by appraisals, full appraisals, doc prep services, closing, recording, tax, income verification, title reports, and full ALTA title insurance .

"The alliance with FLDI enables us to provide an expanded number of services to our customers," said Lucy Hitt, president of SEMGI. "The low cost of FLDI's services and extensive vendor management offers an opportunity for our customers to refocus their resources and enhance their own customer service ."

FLDI offers bundled services through alliance partners like SEMGI to provide cost-effective technology solutions to mortgage lenders and credit unions. FLDI's web dashboard allows customers to integrate with legacy and existing front-end origination systems to use as a single point of contact.

"FLDI and SEMGI compliment each other, offering quality solutions that reduce origination costs and enhance the level of service provided to customers," said Tedd Smith, CEO of FLDI. "The alliance is valuable to financial institutions because it helps small to medium-sized lenders compete with the much larger competitors that dominate the industry."

About Southeastern Marketing Group, Inc.

Atlanta- based Southeastern Marketing Group, Inc. (SEMGI) provides insurance and financial information to credit unions in the southeastern United States. SEMGI has been serving the financial community since 1988. For more information about SEMGI, visit the company's Website at www.semgi.com.

About First Lenders Data, Inc.

First Lenders Data Inc. (FLDI) is an Austin, Texas-based provider of settlement service solutions to the mortgage lending industry. FLDI offers its products and services through its proprietary Web-based platform. The company's product offerings include credit reports, flood certifications, AVMs, desktop appraisals, drive by and full appraisals, title reports, full ALTA title insurance and doc prep, closing and recording services. Additionally, FLDI provides more progressive services, including credit-based lien reports, guaranteed AVMs, gap valuations and automated bump logic intelligence when valuations need to be upgraded.