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ASC PowerLender Announces Enhanced Integration with Data-Vision
Delivering Superior Web Services to the Point-of-Sale

MIDDLEBURG HTS, OH, April 15, 2013 – Associated Software Consultants, Inc., developer of the PowerLender® Loan Origination and Processing System, announced today an enhanced integration with Data-Vision, Inc., a leading pioneer in Internet lending technologies that enable mortgage lenders to quickly and affordably implement innovative web portal and e-lending capabilities.

ASC's PowerLender LOS platform and Data-Vision's LoanQuoter communicate through powerful web services to provide critical online lending solutions to the point-of-sale. These web services enhance the customer experience in many ways. For example:

- Up-to-date rate and eligibility information is available to borrowers looking to prequalify or apply. By entering only a few pieces of information into a secure LoanQuoter webpage, PowerLender immediately returns current pricing information for all products and programs for which the borrower is eligible.

- Data entered by a potential Borrower on a lender's consumer-facing LoanQuoter webpage is transferred seamlessly into PowerLender and automatically populates the loan application. There's no need to re-generate or re-enter the data. This saves times and reduces errors while improving the customer experience.

- Wanting to check the status of a loan, a borrower logs into the lender's LoanQuoter web portal to see how the loan is progressing. Via web services, this enhanced solution delivers immediate, up-to-the-minute status reports to the borrower.

"We are honored to be strategic partners with Data-Vision", said Dave Stricklen, director of sales at ASC. "PowerLender's ability to provide web services to Data-Vision transcends its role as an LOS, it now becomes a flexible, expandable, secure service that can be used around the clock and provide immediate information without tying up valuable lender resources".

Data-Vision President, Randy Schmidt, stated, "We have been strategic partners with ASC for a long time and are honored to be working with them to enhance our seamless integration with their PowerLender platform. We are committed to constantly working with our partners to improve their clients user experience while adding value to the lending process. "

In today's lending environment borrowers demand more online lending tools from their lender, the strategic partnership with Data-Vision delivers an enhanced borrower experience across all lending channels through a dynamic online lending platform that improves customer satisfaction in the most cost effective manner.

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About ASC

Associated Software Consultants, Inc. (ASC) designs and markets loan automation technology used by mortgage banks, commercial banks, community banks and credit unions. ASC's business strategy focuses on providing software and support services that enable lenders to improve the volume and quality of their business, streamline workflow and reduce costs. The company's lending solutions enhance lending operations, improve overall profitability and better serve borrowers, third-party service providers and other constituents.

For additional information about ASC, call 800.628.4687 or visit www.asconline.com.

About Data-Vision

Data-Vision, Inc., founded in 1993 and based in Mishawaka, Ind., offers *The Path To e-Lending* through a comprehensive suite of on-line services that are efficient, secure and easy-to-use. Data-Vision enables mortgage lenders to quickly and affordably bring e-lending solutions to market, complete with leading-edge capabilities including on-line originations, instant decisioning, electronic document delivery and more.

Data-Vision's solutions provide the ultimate in flexibility, maximized ROI and advanced on-line functionality. Our on-line services can be customized to meet each lender's unique requirements, specific lending channels and brand image. For more information about Data-Vision visit www.d-vision.com, or contact the company's sales department at 888.925.8625.