



## **Top Sales Executive Joins Zaio**

**Scottsdale, AZ, March 11, 2008** – Zaio Corporation (TSX-V: ZAO) announces the appointment of Mark R. Chapin as Vice President, Zone Sales. Chapin will work with the Executive Management Team and Managing Director for Zone Sales, John Ross, and be involved in product sales as Zaio offers its unique technology for instant valuation services to the market.

"Mark brings a wealth of experience and recognition from within the appraisal community and the mortgage lending industry," said Thomas J. Inserra, Zaio Chief Executive Officer. "He will join a strong zone sales team to deliver Zaio's patent-pending technology to appraiser partners who serve over 500 lender customers. Mark's experience as an appraiser, working with the appraisal community and serving in leadership roles in the appraisal profession will help to continue growing zone sales among appraisers."

Most recently Chapin served FIS Valuation Solutions (formerly Hansen Quality) as Senior Vice President for Business Development. Prior to that post, Mark was Executive Vice President and Chief Appraisal Officer for Forum Technologies. From the late 1980's, Mark served Record Data as a regional Chief Appraiser then spent twelve years as Chief Appraiser for General American Corporation. A native of Richmond, Virginia Mark began his career as an appraiser with his father, Les.

In welcoming Chapin to the sales team, Managing Director John Ross said, "This is a real plus for our zone sales effort. Mark has great contacts with appraisers, understands the industry and can effectively communicate the business advantage of zone ownership. Having a qualified professional appraiser in each of our 7,500 zones, equipped with our technology to serve clients instantly will move the appraisal profession to the front of the real estate transaction."

Mark is currently a Trustee of The Appraisal Foundation and two term former Chair of The Foundation's Industry Advisory Council. He is a designated member of the National Association of Independent Fee Appraisers, a member of the Mortgage Bankers Association of America, and has served with The Title Appraisal Vendor Management Association.

### **About Zaio**

Zaio develops and maintains a secure database of site-verified photos, property information and appraisals of virtually every property in entire cities. Zaio's network of premiere, local appraiser experts photograph, inspect, and appraise entire cities, one building at a time using a proprietary "GeoScore™" rating system. Zaio helps lenders, realtors and investors by supplying high quality "real time" valuation services efficiently and quickly.

Zaio is a public corporation that trades under the symbol "ZAO" on the TSX-V Stock Exchange. Additional information is available for U.S. investors under the symbol "ZAOFF".

For more company information, visit [www.zaio.com](http://www.zaio.com) or please contact:

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For investors who would like to be added to Zaio's investor distribution list or receive the Company's annual report, please contact Chris Gustafson at [cgus@christensenir.com](mailto:cgus@christensenir.com).

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release. This press release contains forward-looking statements which may include financial and business prospects, as well as statements regarding the Company's future plans, objectives or economic performance and financial outlooks. Such statements are subject to risk factors associated with the real estate industry, and the overall economy in both Canada and the United States. The Company believes that the expectations reflected in this press release are reasonable, but actual results may be affected by a variety of variables and may be materially different from the results or events predicted in the forward-looking statements. Readers are therefore cautioned not to place undue reliance on these forward-looking statements.

In evaluating forward-looking statements readers should consider the risk factors which could cause actual results or events to differ materially from those indicated by such forward-looking statements. These forward-looking statements are made as of the date hereof, and unless otherwise required by applicable securities laws, the Company does not intend nor does it undertake any obligation to update or revise any forward-looking statements to reflect subsequent information, events, results or circumstances or otherwise.