



PRESS RELEASE

300 West Wieuca Road Building One Suite 300 Atlanta GA 30342 678-781-7200 Fax 678-781-7239 www.williammills.com

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Media Contact: Meredith Boyd
Media contact for Zaio Inc.
678-781-7219

Zaio Inc.'s New Technology Helps Lenders Overcome Mortgage Crisis

*-- Technology coordinates appraisal of every home in America,
helps lenders obtain appraisal information in seconds --*

DALLAS, March 17, 2008 – Scottsdale, Ariz.-based Zaio Inc., a real estate database and technology provider announced the release of its exclusive patent-pending database and technology for lenders. Zaio, and an exclusive number of lenders who have tested the technology, concluded it can help lenders overcome the mortgage crisis by allowing them to re-value individual properties within entire loan portfolios with greater accountability and accuracy since the value estimates are arrived at by licensed appraisers. Rather than being forced to wait four to seven days to obtain high quality appraisals, they can be obtained from Zaio's secure database in seconds, much the same way lenders obtain secure credit reports. Zaio currently supplies a full range of real estate valuation and appraisal services to nearly 500 lenders in 50 states and manages a nationwide network of licensed, local appraiser experts.

Previous attempts to increase the speed of the appraisal process have led to lower appraisal quality and the introduction of valuations performed by computer models and real estate agents. However, Zaio's proprietary database and technology allows appraisers to speed their delivery of appraisals without reducing quality. This is significant because loans originated with appraisals have significantly lower loss rates than loans originated with broker price opinions.

The traditional process of appraising one property at a time has proven to be time consuming, inefficient, subject to fraud and abuse, and not suitable for valuing entire loan portfolios, as revealed by the current mortgage crisis. Zaio believes it has solved these problems by deploying this new technology that took nearly four years to develop and test.

Zaio partners with local licensed appraisers across the nation, who are experts in their local markets. Its January 2008 release of Zaio Valytics 2.0 allows appraisers to efficiently

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inspect and appraise every home in an entire region known as a “Zone” which typically contains about 10,000 properties. Appraisers then update the value of every home regularly in real time as supply and demand in the market changes, and as the condition of homes change. Appraisers store those appraisals in a secure database known as the Appraisal Knowledge Warehouse™.

An independent review of Zaio’s products and processes was conducted by the former chairman of the Appraisal Standards Board, which is the organization authorized by the U.S. Congress to establish federal appraisal standards known as the Uniform Standards of Professional Appraisal Practice (USPAP). This independent third party review confirmed that Zaio’s products comply with the same banking regulations as regular, conventionally produced appraisal reports.

“These appraisals comply with the same rules and banking regulations as any other appraisal prepared by a licensed appraiser. Zaio technology simply allows lenders to obtain the reports more quickly, and allows the appraiser sufficient time to conduct much more market analysis,” said Thomas Inserra, CEO of Zaio Inc.

Over one-third of key metro areas within the country are now photographed and covered by Zaio Zone appraisers who are now completing their initial data collection and physical inspection. Zaio also serves the entire U.S. with over 12,000 traditional appraisers performing a wide variety of appraisal and valuation services.

About Zaio

Zaio currently supplies a full range of real estate valuation services to nearly 500 lenders in 50 U.S. states. Zaio maintains a secure database of 140 million property records and is now site-verifying property information, photos and appraisals of virtually every property in America. Zaio's network of premier, local appraiser experts photograph, inspect, and appraise entire cities, one building at a time using a proprietary "GeoScore(TM)" rating system. Zaio is a public corporation that trades under the symbol "ZAO" on the TSX-V Exchange. Additional information is available for U.S. investors under the symbol "ZAOFF." For additional information visit www.zaio.com.

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