



Zaio Taps Don Kelly for Chief Communications Officer

Kelly Brings Over 25 Years of Expertise to Zaio

Zaio Corporation

Source: <http://www.zaio.com>

Washington, DC, February 4, 2008 – Zaio Corporation (TSX-V: ZAO) announces the appointment of Donald E. Kelly as Chief Communications Officer (CCO) and the addition of a Washington DC office. Both will take effect on February 11, 2008. Don will be responsible for investor relations, external communications, media and government relations.

"Don's broad experience and ability to target key participants in the banking, housing and mortgage finance sectors of the industry provides Zaio with a unique competitive advantage," said Thomas J. Inserra, Zaio Chief Executive Officer. "Zaio successfully deployed its patent-pending technology in multiple test markets and acquired a large base of over 400 lender customers. Our next large-scale effort is to communicate that success to the marketplace and Don is perfectly positioned to lead this effort."

Don has 28 years of experience in the Washington, DC area encompassing communications, government, finance, and real estate. For 22 years, he served the real estate appraisal and home finance communities initially as Legislative Counsel for the Society of Real Estate Appraisers. Recently, Don served as Chief External Relations Officer for the Appraisal Institute, the world's largest appraisal organization. He also served as Staff Counsel for the U.S. House of Representatives Ethics Committee and Counsel for the House Banking and Urban Affairs Oversight Subcommittee.

In addition, Don has extensive experience with national media and news organizations, in-depth knowledge of the workings of Congress as well as federal regulatory and banking agencies, including HUD, FHA, VA, Fannie Mae and Freddie Mac. His expertise will be invaluable to Zaio in moving forward with numerous real estate appraisal initiatives. Don is a frequent panelist and contributor on industry panels and forums and a member of the Board of the Bollinger Foundation, a housing related charitable organization benefiting children in need.

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 or please contact:

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For investors who would like to be added to Zaio's investor distribution list or receive a 2006 annual report, please contact Chris Gustafson at 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.