



Zaio Announces Executive Appointments

Focuses 2008 efforts on five key metrics

Scottsdale AZ, January 14, 2008 – Zaio Inc. a wholly owned USA subsidiary of Zaio Corporation (TSX-V: ZAO) announced today new executive appointments, promotions, and organizational changes to best position the firm in order to maximize 2008 business performance.

Thomas J. Inserra CEO stated: “During 2008, Zaio will focus on managing five key areas, including: 1) Valuation Product Sales; 2) Zone Sales, 3) Photography, 4) Zone GeoScoring™ Completion, and 5) Technology. Our performance will be evaluated based on the rate of growth we achieve in each of these areas. Zaio employees, contract photographers and appraisers now total over 1,000 people so it is important for us to be properly organized and have the right leaders in place to train and lead such a diverse, talented, and highly motivated workforce.”

Zaio announced a series of new executive appointments and promotions with the goal of maximizing its performance in each of the areas, including:

1) Valuation Product Sales: Chief Marketing Officer **Jim Kirchmeyer** leads the national marketing efforts for Zaio’s full range of conventional and automated “Z” valuation products. **Diane Nelligan** was appointed National Director Business Development. Diane previously held key roles with Freddie Mac, and eNeighborhoods. Recent additions include: **Mark Lyons** as Business Development Executive. Mark previously was an EVP with Countrywide Home Loans, LandSafe Real Estate Origination Services a Countrywide subsidiary, First American, Strategic Mortgage Services, and Lenders Service Inc. **Charles “Mark” Morano** as Business Development Executive. Mark was previously with ATM Corporation of America, TransUnion, and US Appraisal. **Bill Whiting** Regional Director Business Development. Bill previously was with GMAC Mortgage and served as President of the Arizona’s Mortgage Bankers Assoc.

2) Zone Sales: Managing Director **John Ross** leads Zaio’s national Zone sales efforts. John previously served as CEO with the Appraisal Institute. Recent additions include: **Dave Garby** as National Director of Zone Sales. Dave previously has had key roles with Transunion and Kirchmeyer & Associates. He was also a partial owner of Accu Data Search and Real-Info. Four Regional Sales Directors were retained on a contract basis and include: **Jeff Van Camp, Dan Green, Ted Davis, and Bill Kittilstad**.

3) Photography Development: **Tom Beverly**, formerly CEO of Virtual Imaging, leads Zaio’s national photography operations. Tom now manages over 400 active photographers across the USA and has a seasoned team of trainers and regional coordinators throughout the USA. In addition **Beth Gallagher** has joined as National Director of Field Photography Services. She has managed field service personnel for Virtual Imaging since its inception in May 1980. Beth has successfully set up more than 30 metropolitan areas with MLS and virtual tour photographers throughout the country during that time.

4) Zone GeoScoring Completion: Chief Operating Officer **Steve Oliver** leads this effort with the assistance of **David Raskin** VP Zaio South and **Tom Kirchmeyer** VP Zaio East. Recent additions include: **Brian Blanchard** as National Director of Product Development. Brian previously served as Chief Operating Officer at PROvalUSA. He is a member of the Mortgage Industry Standards Maintenance Organization (MISMO), and currently serves as the leader of MISMO’s Valuation Implementation sub-group and co-leader of MISMO’s Valuation Security

sub-group. **Mark Doty** as Director of HR. Mark has 28+ years of HR experience, a MBA and attended law school in Oklahoma. He previously served in key HR roles with such diverse companies as Phelps Dodge Mining, the Schwan's Food Company and Tomen International and other Arizona based corporations.

5) Technology: **John Sirvydas** leads Zaiio's technology program as Chief Technology Officer, assisted by **Brad Stinson**, Zaiio Chief Scientist, **Kirk Slone** VP Application Technology and **Joseph Landucci**, VP Database Technology whose combined teams are helping to continue the development of Zaiio's Appraisal Knowledge Warehouse (AKW), deploy new technology upgrades aimed at accelerating Zone scoring activities and rolling out new automated appraisal report types to expand Zaiio's product offering. Brad Stinson is the founder of Zaiio Corporation. John Sirvydas has over 20 years IT experience, including roles as CTO of Realink and CTO of Semaphore; an IT consulting firm providing technology diligence services to the private equity and venture capital markets and their portfolio companies. Recent additions include: **Maria Elena "Marlene" Gonzales** as Director of Product Engineering. Marlene has over 17 years of IT experience, most recently as Senior Development and Project Manager at IPS-Sendero, a business unit of Fiserv, Inc

About Zaiio

Zaiio develops and maintains a secure database of site-verified photos, property information and appraisals of virtually every property in entire cities. Zaiio's network of premiere, local appraiser experts photograph, inspect, and appraise entire cities, one building at a time from the street using a proprietary "GeoScore™" rating system.

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

For more company information, visit www.zaiio.com or please contact:

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For investors who would like to be added to Zaiio's investor distribution list or receive a 2006 annual report, please contact Collum Hunter at chunter@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.