



Chicago, Illinois January 15, 2007 – Appraisal Institute CEO, John Ross, Joins Zaio

Zaio Corporation announced today that **John W. Ross** of Chicago, Illinois is joining its senior management team. Mr. Ross most recently served as CEO of the Appraisal Institute, a position he held for the past nine years. Founded in 1932, the Appraisal Institute is the largest appraisal organization in the USA, and is known for its “MAI” and “SRA” professional appraisal designations. It is the leading appraisal educator, serving more than 30,000 appraisal students each year, and the world’s leading publisher of books on real estate appraisal. Previously, Mr. Ross served as Executive Vice President of the American Society of Farm Managers and Rural Appraisers, the premiere agricultural and rural property appraisal organization, a position he held for 7 years.

“John’s history of leadership roles within the appraisal industry demonstrate his commitment to the principles of ethical conduct, quality education, and professionalism,” stated Thomas Inserra, Zaio Corporation Chief Executive Officer. “We are pleased that John has decided to join our team as a Vice President to help Zaio in its efforts of partnering with the highest quality and most ethical appraisers and development of product markets. His role is critically important to our company since, after all, the strength of Zaio’s business model is derived from and relies upon local appraiser experts.”

Mr. Ross explained his rationale for joining Zaio’s rapidly growing team: “Clearly, the appraisal profession must innovate to offer quality valuation services more competitively. I believe Zaio’s unique approach to valuation offers appraisers a means to provide their services in a more timely fashion. I am convinced that Zaio really lets appraisers take a new, “Whole Market”, approach to analyzing property value. Zaio’s data and software let appraisers, who often have an abundance of raw data available to them, take a logical approach to organizing, evaluating, analyzing, and reporting values for the whole market in a very meaningful way. My passion for many years has been to help appraisers by improving their knowledgebase with education and by promoting the absolute highest levels of professionalism. I am convinced that my employment with Zaio allows me to remain affiliated with an organization that shares those ideals.”

The Company also announced other local appraiser experts throughout the USA who are among just a few of the 500+ license purchasers who recently affiliated with Zaio, including:

John Hottle Sr., MAI, SRA, President of Hottle Appraisal Company in St. Louis Missouri who recently decided to increase his purchase to 10 licensed Zones said: “I have been in this business over 35 years and I have never had a client say ‘take your time and get me the report when it meets your schedule.’ Zaio helps appraisers reduce their delivery time to seconds rather than days. In addition, the valuation conclusions will remain independent and be driven by the market data rather than a client trying to get a particular value. I can’t see how any reputable lender could pass on the opportunity to be associated with Zaio. The final result will be fast, accurate value estimates provided by certified appraisers in the local market.”

William A. Kittilstad, owner of The Appraisal Center Inc. in McLean, Virginia purchased 17 licensed Zones and said: “Zaio provides the first credible opportunity for traditional appraisers to become part of a nationwide force within the rapidly evolving field of collateral valuation. Better input leads to better output with Zaio’s reliance on seasoned local appraiser experts, predictably resulting in more accurate valuations. Zaio’s business model keeps control in the hands of those best able to value real estate – the local licensed and certified appraiser.”

Ron Simmons, SRA, a Certified Appraiser in Brentwood, California explained his purchase of 10 licensed Zones: “My group decided to join this effort for the technology and how it re-engineers the process. The tools provided by Zaio allow us to become subject matter experts in our local territories and empowers appraisers to conduct more thorough analysis and understand the value of each home and an entire neighborhood like never before.”

Linda M. Sepso, SRA, President of L.M. Sepso Appraisal Associates in Stratford, CT purchased 6 zones and described their rationale: “We decided to affiliate with Zaio because the process combines technology and appraiser independence making the appraiser competitive with less reliable AVMs.”

Michael J. Hartman of Zone Assessment Professionals, LLC of Spokane County, Washington has fully implemented the Zaio software solution and said: “Since implementing Zaio’s software, my appraisal volumes have increased considerably, and are still increasing. For a small one-person appraisal business, the volume increase is meaningful and has allowed me to grow my business at a time when the work volumes of other appraisers is declining. I was so pleased with the results that I increased my number of Zones from my original purchase of 2 Zones, and now own 5 Zones. I would like to buy more Zones, but Zaio is sold out in my area. Can Zaio start a waiting list, so that if any Spokane appraisers want out, I could buy their Zones?”

Zaio Corporation is now initiating photography and appraisal operations in more than 170 U.S. cities in response to growing demand from appraisers and lenders.

About Zaio: Zaio is a public corporation that trades under the symbol "ZAO" on the TSX-V exchange in Canada and additional information is available for USA investors under the symbol "ZAOFF". Zaio and its network of premiere, local appraiser experts photograph and appraise entire cities, one building at a time from the street. It is the only known company in the world that develops and maintains a site-verified database of photos, valuations, and property information of virtually every property in entire cities, using a proprietary “GeoScore” property rating system. For more information visit www.zaio.com

For further information please contact:

Thomas J. Inserra, President and CEO, Zaio Corporation (480) 575 5111

Rodney D. Mitton, CFO, Zaio Corporation (403) 802 2033

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

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