



Zaio Provides Update On Several Key Metrics

Zaio Corporation

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

Calgary, AB, Canada, October 10, 2007 -- Zaio Corporation (TSX-V: ZAO) is pleased to provide updates on its Zone Sales, Photography rates, Zone Appraiser work flow and Zone Appraiser scoring.

Over the months of July, August and September the Company sold 204 software licenses to new Zone Appraisers throughout the United States bringing its cumulative software zone sales to 1300. "Despite the summer holiday schedules among appraisers, our software Zone sale plans continue to be executed and performed consistent with expectations", commented John Ross, VP of Zone Sales.

Zaio is very happy to announce that the Photographic data base recently passed through the 10 million mark. We are now over 13% of the way to our estimated total of photographing 75 million homes. The quarter ended with an average rate of 77,000 photos per day, however, it is important to note that we have experienced days on which the photo rate exceeded 100,000.

The third quarter was the first in which Zaio was able to deliver fully integrated Zones back to Zone Appraisers allowing them to complete their valuation work. This is the last step in the process of making Zones available to customers for purchase of Zaio's valuation products in addition to the traditional products already available. An important aspect of this event is that the Company is now in a position to recognize revenue which had previously been deferred.

Several Zone Appraisers are now receiving appraisal orders from our Kirchmeyer and Realink divisions, thus providing them with a revenue stream even before the Zaio product is on the market. This is like a windfall to them as there was no guarantee of this type of revenue at the time they purchased their Zones.

Thomas J. Inserra, Zaio Corporation CEO stated, "Overall, Zaio continues to demonstrate success in implementing its aggressive growth plans, and is delivering solid performance in our key metrics." Details on the above successes will be shared with investors at the Q3 conference call to be held during the third week of November. The date and time of this call will be available in the coming weeks.

About Zaio

Zaio is the North American leader in developing and maintaining a site-verified database of photos, valuations and property information of virtually every property for entire cities, using a proprietary "GeoScore" property rating system. Zaio and its network of premiere, local appraiser experts photograph and appraise entire cities, one building at a time from the street.

Zaio is a public corporation that trades under the symbol "ZAO" on the TSX-V Exchange in Canada. Additional information is available for US investors under the symbol "ZAOFF". For more company information, visit www.zaio.com or please contact:

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

Rodney D. Mitton, CFO
(403) 802-2033

For investors who would like to be added to Zaio's investor distribution list, 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, including without limitation, a forecast on expected annual revenues. 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.