



Zaio Surpasses Photography Goal

Announces Recent Photo Licensing Deal

Zaio Corporation

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

Calgary, AB, Canada, October 18, 2007 -- Zaio Corporation (TSX-V: ZAO) announced today that it has surpassed its previously announced goal of taking 100,000 property photos per day. Over the past work week, Zaio took approximately 503,000 photos for an average of just over 100,000 photos per day. With new photographers being trained every week, Zaio anticipates continued growth in its property photo production.

Zaio is in the process of photographing, inspecting, and appraising nearly every property in the USA's 250 largest metropolitan areas, which represents about 85% of the US population. To date, Zaio has accumulated a database of approximately 140 million property records and 10.5 million photos.

Thomas Beverly, VP of National Photography Operations explained: "Zaio's photo activities are different from companies that utilize vehicles or satellites as we are the only known firm that checks every photo to ensure the privacy of property owners is protected. We have a centralized photo Quality Control process that rejects photos containing people, license plate numbers, or other personal identifiers. Finally, Zaio's photos, property data, and official appraisals prepared by licensed appraisers are stored in a secure database accessible only by lenders, realtors, insurance companies, and others with a legitimate business need for that information."

Mr. Beverly added: "Zaio photographers take a high quality, properly framed image of the home from the street and confirm the address. A second person, who is a licensed appraiser, also visits each photographed property to reconfirm the correct photo is matched to the correct address. The appraisers then collect updated property data regarding each building. Our photographers are also available to realtors, multi-listing services boards and others to conduct interior photos and virtual tours when needed to help market homes that are for sale. Zaio is the largest company in the nation that we know of that offers those services."

Brad Stinson, Founder of Zaio, stated: "It is important to have a business model that financially supports the periodic re-taking of photos every time a property changes to enable up-to-date appraisal information. From the appraiser inspections, we find in excess of 50% of all property data is either outdated or inaccurate. Zaio is the only company that we know of in the USA that partners with licensed real estate appraisers to track all known changes that occur in their local markets on a daily basis. Our proprietary, patent-pending photography and data collection process allows us to possess corrected property data, verified address, a high-quality photograph, and the ability to constantly update this information as properties change."

Diane Nelligan, National Director of Business Development for Zaio, announced the Company's most recent photo licensing deal, "Although Zaio already has dozens of photography related agreements with realtors and multi-listing services boards across the nation, Zaio's recently signed photo License Agreement with PropertyShark.com represents a milestone in our business strategies to expand the usefulness of these photos into other business applications. PropertyShark.com is a web-based company that provides real estate data and information to subscribers. Under this Agreement, PropertyShark.com (www.PropertyShark.com) has the ability to access, utilize and sell Zaio photos to its subscribers."

Ryan Slack, CEO of PropertyShark.com said: "Our subscribers are interested in accessing the most current and up to date real estate information as possible through our website and we are pleased to offer our subscribers current photos supplied by Zaio."

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 contact:

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For investors who would like to be added to Zaiio's investor distribution list, please contact Collum Hunter at chunter@christensenir.com.

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