



## **ZAIO NATIONAL DATABASE OF PHOTOS ENHANCES AUTOMATED VALUATION PRODUCTS**

**Scottsdale, Ariz., July 25, 2008** –Zaio Corporation (TSX-V: ZAO), announces the delivery of digital photographs to its automated valuation products: i-Val™ and realAssessment™. The i-Val™ product provides an instant predicted market value while realAssessment™ provides an estimated value based on the assessed value of a property. The newly enhanced products will provide instant access to verified property photos, thus improving accuracy and reliability for financial institutions and others that are increasing their use of automated valuation products in this volatile market. Zaio customers have stated that the continued stress in the lending and financial markets calls for more data and more reliable value estimates.

Zaio currently has more than 23 million photos in its virtual warehouse and is pursuing the goal of photographing every home in major cities and metropolitan areas. Zaio Photos are available within seconds as opposed to days from other providers. Mortgage professionals requesting automated products will be provided with up to five photographs of comparable properties in addition to the subject property photo, where available.

“Zaio Photography provides a key service to our clients,” states Jim Kirchmeyer, Chief Marketing Officer for Zaio. “We strive to make smart and strategic decisions to supplement our products, and a consistent quality photo adds great value. Zaio’s Automated Valuation Products can now be used as a tool to check property values. Zaio also offers upgrades to traditional appraisal and valuation products that will provide further information about the condition and location of those properties, as well as the validity of their comparables.”

Zaio photographs are taken to exact specifications and then aligned with specific property information for analysis by a local appraisal expert. Zaio stores the data in the

Appraisal Knowledge Warehouse™, which is quickly becoming one of the largest repositories of real estate records in the Nation.

### **About Zaio**

Zaio is a technology and database company. In addition to these Automated Valuation products, Zaio offers a broad range of appraisal and valuation products. The Zaio network of appraisers currently serves approximately 500 lenders with a variety of nationwide appraisal services. Zaio maintains a secure database of 140 million properties and its affiliated appraisers are now site verifying property data, photos and appraisals of virtually every property in America. Zaio's network of local appraiser experts appraise entire cities, one building at a time using a proprietary GeoScore™ rating system. Zaio trades under the symbol "ZAO" with additional information available under the symbol "ZAOFF".

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For investors who would like to be added to the Zaio investor distribution list or receive a copy of the 2007 Annual Report, please contact Lisa Lyscio at [llyscio@zaio.com](mailto:llyscio@zaio.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, including without limitation, the statement made regarding instant access to photos, the value of photos, the size of the Company's database and improvements in reliability and accuracy. Such statements are subject to risk factors associated with the real estate industry, technological development customer acceptance, and the overall economy in both Canada and the United States. There is no assurance that addition of photos to automated valuation products will be utilized by Zaio's customers, or that they will realize the benefits of improved accuracy or reliability. In making these statements, the Company has assumed that the technological and efficiency benefits will be realized. 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.