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**NEWS RELEASE**

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**LSI Introduces WebReach**

*- Service enhances E-lending through real-time call backs -*

ELGIN, Ill., November 20, 2008 – Lending Solutions, Inc. (LSI), a provider of contact center services and consulting programs for financial institutions across North America, announced a new call back feature to its e-lending platform called WebReach. WebReach is an optional feature to LSI's Internet Lending service that pro-actively follows up on loan applications generated through a credit union's web site. LSI call representatives contact applicants who request a call back on their loan application and inform them of the loan decision. Approved applicants are cross-sold other credit union products. Attempts are made to build loans for non-approved applications.

LSI has been processing loan applications for financial institutions via phone and online for over 13 years, Credit unions can choose to outsource all or just a portion (i.e. after-hours, weekends, overflow) of their lending and member service support to LSI.

"The WebReach program is designed to help our clients close more loans and build deeper relationships with members through real-time service and personal attentiveness," says Lee Kolquist, president of Lending Solutions. "This immediate call back can make all the difference between closing the loan or losing it to a competitive institution."

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**About Lending Solutions, Inc.**

Lending Solutions, Inc. has been a provider of lending center services and consulting programs for financial institutions across North America since 1994. The company's highly-trained, professional staff provides 24-hour lending and member service to over 300 of North America's premier credit unions, banks, and mortgage companies. For further information on Lending Solutions, please visit [www.lendingsolutions.com](http://www.lendingsolutions.com).

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