

HOME-ACCOUNT UNVEILS NEW CONSUMER PRICING PLAN

Mortgage Analysis and Grading Web-Service Enhances Consumer Subscription Opportunities

SAN FRANCISCO – April 28, 2009 – Home-Account, Inc. (www.home-account.com), the intelligent web-based mortgage service, today announced its restructured pricing plan for customers looking to get a great mortgage price or optimize their credit and/or overall financial attractiveness to lenders. Whether customers are looking to re-finance quickly or gain more extensive assistance, Home-Account is now there to assist everyone.

Home-Account's new pricing makes the service less than \$50.00 for 90 days of unlimited access. The service includes Experian credit score reporting, a personalized financial workout plan, and credit counseling service as well as access to some of the lowest cost lenders. At Home-Account customers build relationships with lenders to get the best possible loan without sales pitches and bait and switch tactics. Customers can easily cancel at any time during or after the initial 90 day relationship.

“At Home-Account we view our long term financial monitoring service as incredibly powerful for both those customers looking to re-finance as well as those that simply need more extensive support with managing their finances,” said Mark Goldstein, CEO of Home-Account. “Since our launch in March we've been evaluating the best ways to offer our service through affordable packages at varying levels of customer commitments and with this new pricing plan we feel we've got something to meet every current or future homeowner's needs.”

The new pricing structure starts at \$15.95 per month for every current or prospective homeowner. The web-service is also incentivizing longer term subscriptions of six or twelve months for customers who value Home-Account's ongoing analysis of their financial health and mortgage optimization opportunities. These commitments run as low as \$8.33 per month and are at a discount of 33% for six months and 45% for twelve months. Customers who utilize the service to finance are then presented with a No-Obligation option to subscribe for a mid-financing monitoring program at this fee, which includes Experian credit reporting updates, bill monitoring and insurance against missing their next re-financing event. Historically, mortgage re-financing occurs at a rate of once every 3.2 years.

About Home-Account

Home-Account is an intelligent web-based service helping America's 75 million homeowners take control of their largest asset. The service grades and analyzes homeowners and their mortgages, presents scenarios to improve their financial situation and then pinpoints the best realistic mortgage options in the market. Home-Account is based in San Francisco and has an office in Charlotte, NC. The company is backed by Charles River Ventures' and several prominent Silicon Valley angel investors including Ron Conway and Marc Benioff (Salesforce). For more information please visit: www.home-account.com

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