

HOME-ACCOUNT.COM UNVEILS CONSUMER SERVICE, DEMYSTIFIES THE MORTGAGE PROCESS

New Online Service Helps Current and Future Homeowners Qualify for the Best Mortgage

PALM DESERT, Calif. and SAN FRANCISCO – March 2, 2009 – At the DEMO 09 conference today, [Home-Account, Inc. \(www.home-account.com\)](http://www.home-account.com) launched its intelligent web-based service to help America's 75 million homeowners take control of their largest asset. With the mission to help consumers, just like a *Consumer Reports* for mortgages, Home-Account's service grades and analyzes the homeowner and his/her mortgage, presents scenarios to improve their financial situation and, from its extensive database, pinpoints the best, realistic mortgage options that each consumer qualifies for – the consumer then chooses what's best for them.

Home-Account is a consumer-advocating company, serving and empowering the homeowner to make the smartest decision while never accepting or paying fees to any mortgage broker, banker, or salesperson.

"Home-Account is destined to vastly improve the mortgage industry. The mortgage market meltdown of 2008 was due in large part to a lack of financial transparency. Home-Account delivers a web-service that allows current and future homeowners to clearly visualize their financial situation and make the smart decisions and adjustments about their most valuable asset: their homes. This service is timely, unique, and ultimately a tremendous value to consumers," said Chris Shipley, executive producer of the DEMO conferences.

"Our goal is to demystify the mortgage process to ensure that consumers always have the right mortgage at the right time for the right price," said Mark H. Goldstein, CEO of Home-Account. "According to the U.S. Treasury, the mortgage market is a more than \$11 trillion industry. Currently, defaults are at a 60-year high. The government and banks are beginning to do their parts to address the situation; however, consumers hold some responsibility as well. To empower homeowners to help themselves, Home-Account offers anyone who wants or has a mortgage to have the ultimate in transparency into the mortgage of their home. We then provide a plan for

how to achieve the goal of getting a mortgage for the least total cost and monitor the plan moving forward."

At launch, Home-Account offers two products. The first product is the free *Mortgage-Evaluator* so that each homeowner can get an unbiased analysis of their current situation. The second product is the *Home-Account Membership*. For \$9.95 per month the customer will receive a personalized service that help them develop a plan to improve their financial situation and ensures that they always have the best ongoing mortgage or re-financing opportunity that will help them save the most money.

Home-Account has a strong, experienced executive team and noted investors. The company is led by six-time entrepreneur CEO, Mark H. Goldstein; Chairman of Loyalty Lab, a marketing system provider to banks and brands and former CEO of Bluelight.com, now a part of Sears. The team also includes five former executives from Washington Mutual, now a part of JP Morgan Chase who are directed by EVP Young Pham, former first vice president of marketing responsible for the overall management of the WaMu.com site. The company is backed by Charles River Ventures and several prominent Silicon Valley angel investors. The combined experience of all involved reinforces Home-Account's ability to navigate what has proven to be an intricate, difficult and personal problem for many consumers.

Home-Account is bringing to the mortgage market six unique promises that make the company a new and dynamic consumer advocate. Please go to promise.home-account.com for more details. Additionally, Home-Account is launching a weekly market update to regularly share the company's unique point of view on the evolving marketplace. Please visit pulse.home-account.com for updates.

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. For more information please visit: www.home-account.com

About Demo

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences served as launch pad events for companies such as Palm, E*Trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit:

www.demo.com

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