



Avista Solutions Adds Ken Ellis as Senior Account Executive

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Avista Solutions is please to anncoune Ken Ellis as Senior Account Executive. As Senior Account Executive at Avista Solutions, a leading web-based mortgage origination software provider, Mr. Ellis will develop new business relationships, manage customer relationships, and assist in setting the direction of Sales and Marketing.

PR9.NET January 17, 2007 - Columbia, South Carolina - Avista Solutions, a leading web-based mortgage origination software provider, today announced that Ken Ellis has joined the company as Senior Account Executive. In this role, Mr. Ellis will develop new business relationships, manage customer relationships, and assist in setting the direction of Sales and Marketing.

Prior to joining Avista Solutions, Ken Ellis was a Senior Account Executive with Dynatek for over 9 years. He was a top producer at Dynatek and was named Salesman of the Year 5 out of his 9 years. Mr. Ellis holds a BA in Political Science from Grove City College and a Juris Doctorate from the University Of Toledo College Of Law.

"We are very pleased to have Ken Ellis join our sales organization," said Mark Phlieger, CEO of Avista. "Ken is a very talented AE with and incredible amount of experience and professionalism." Avista added a record number of new customers in 2006 and as we enter 2007 we continue to expand our sales organization to meet the strong interest in our innovative products."

"This is an exciting time to join the Avista Team! Avista Solutions has a great reputation for offering the latest in web-based technology for both retail and wholesale mortgage origination channels." said Ellis. "The company is well recognized for its enterprise lending solutions which include: product eligibility and pricing, automated underwriting, document imaging, processing, closing, and vendor services connectivity. Another quality that has attracted me to Avista is their commitment to being a major innovator in the mortgage industry. I look forward to being a part of the Avista team through their efforts to help customers not just in adopting new technology, but also through providing innovative solutions to help grow their company."

Avista Solutions is a mortgage software company founded on old-fashioned business values. Our web-based mortgage loan origination software has handled over \$252 billion in unique loans and our customers are among the highest rated in the industry for their origination technology. The demand for new mortgage products in a rapidly changing market requires a platform with superior flexibility. Avista Solutions' suite of mortgage lending software provides complete end-to-end solutions that can be rapidly implemented for conforming, Alt-A, and sub-prime products, across all origination channels. For more information about the innovative products Avista has to offer, please call (803) 788-4936, or visit us on the web at www.avistasolutions.com.

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About Avista Solutions

Avista Solutions is a financial services software company that combines years of mortgage industry experience with powerful technology skills to deliver integrated mortgage origination solutions to lenders. Avista's web-based wholesale, correspondent, retail, consumer direct, and product pricing and online lock platforms are designed to streamline the origination process, increase loan production, reduce operating costs and improve customer service.

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