



PR release for immediate distribution

MortgageBOSS™ being released to selected brokerages in Canada.

Mortgage Alliance announced today that it will share components of its hugely successful MortgageBOSS™ (Broker Originator Software Solution) technology with selected brokers in Canada.

This is a logical evolution based on the results and testimonials we've received from our own network" said Michael Bequette, President & C.E.O. "We invested millions of dollars to develop a completely integrated system that assists a mortgage professional to run a more customer centric business.

We always believed flexible and scalable CRM, commission payment, expense management, real time reporting and work flow technology for brokers supports the continued development of the mortgage brokerage industry and the broker originator as a respected professional intermediary.

"MortgageBOSS™ was designed from the ground up – specifically to support the business of a mortgage professional. It has many distinct components that are completely integrated into a complete business dashboard. It can take a mortgage professional from the first time they meet a prospect and want to follow up all the way through a mortgage application with built in Lender Logic™ to a funded and paid deal and then on to referrals, refi's and mortgage renewals. It can even help manage business expenses! MortgageBOSS™ users only need to go to one place to find whatever they need.

BOSS improvements are ongoing based on user feedback and the company may consider releasing MortgageBOSS™ to the U.S. and European markets in the near future.

For more information visit www.mortgageboss.ca or for a no obligation trial please contact: Christa Mitchell at cmitchell@mortgagealliance.com

Or please feel free to contact Louie Bettio, Brand Champion at lbettio@mortgagealliance.com