

FOR IMMEDIATE RELEASE

**PLATINUM DATA HIRES BROOKE AGUILAR AS
SENIOR VICE PRESIDENT OF SALES AND MARKETING**

CoreLogic veteran selected to lead company's growth among mortgage lenders

ALISO VIEJO, CA – October 15, 2012 – Platinum Data, a premier provider of comprehensive collateral valuation technologies, announced today the hiring of former CoreLogic executive Brooke Aguilar as the company's new senior vice president of sales and marketing for the mortgage lending channel.

Aguilar will leverage 11 years of mortgage industry experience, which includes five years with CoreLogic, to build out a sales and marketing division that helps the company achieve its goals for significantly increasing its market share among mortgage lenders. RealView, Platinum Data's flagship appraisal quality verification technology, has been called revolutionary by numerous industry experts. It has the highest level of configurability of any appraisal review software, cross-checks every field on an appraisal report against comprehensive data from public and private data sources, and provides both qualitative and quantitative scores in a streamlined, color-coded report that takes only seconds to decipher.

Aguilar brings an extensive track record of building and maintaining collaborative relationships that have markedly contributed to a company's revenue. During her tenure with CoreLogic, Aguilar managed a team of account and project managers responsible for nearly \$12 million of business. She has worked closely with eight of the nation's top 15 banking institutions, and has hands-on experience implementing front-end risk mitigation engines, as well as portfolio management and marketing services. Her expertise also includes creating risk mitigation programs that include fraud prevention services and performance tracking for securitization and servicing.

Prior to her position with CoreLogic, Aguilar worked with Goldman Sachs and Wells Fargo.

"Platinum Data provides the most flexible, sophisticated and user-friendly collateral quality verification technology the mortgage market has seen to date," said Aguilar. "When you couple that with the dedication, drive and talent of the people who work for the company, you get a recipe for success that I want to be part of. I'm very much looking forward to working with the team to advance visibility, usage and market share among mortgage lenders."

“Brooke understands what mortgage lenders need when it comes to appraisal quality and compliance, and what it takes to keep them 100% satisfied,” said Phil Huff, Platinum Data’s CEO. “With her market sophistication, it’s no surprise to see her enthusiasm toward Platinum’s technologies. I, and the entire executive team, are very proud and excited to count her as a member of the team.”

About Platinum Data

Platinum Data’s technologies help mortgage lenders, servicers, investors and appraisal management companies value collateral, and identify and manage collateral risk. Its online platform and analytical tools are being used by hundreds of companies to perform due diligence, prevent buybacks and protect billions of dollars in assets across the U.S. The company's RealView system revolutionized the way the industry reviews appraisals, while its AVM offerings provide a truly unbiased perspective on collateral valuation. Platinum Data is based in Aliso Viejo, California and was founded in 2002. For more information, visit www.PlatData.com or email info@PlatData.com.

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