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**Platinum Data Appoints Renowned Valuations Expert
Bill King as Senior VP, Valuation Solutions**

Company to leverage veteran's 30+ years of experience to enhance and expand its line of valuation solutions

ALISO VIEJO, CA – June 11, 2013 – [Platinum Data Solutions](#), a premier provider of collateral valuation and risk assessment technologies, has hired industry veteran Bill King as the company's new senior vice president, valuation solutions. King, who was formerly director of valuation services for Veros Real Estate Solutions, has over 30 years of housing industry experience that includes work as a senior executive, qualified forensic expert, speaker, trainer, author, licensed appraiser and licensed real estate agent.

Platinum Data has signed over 60 new client companies since the beginning of 2012. Hiring Bill King is part of its strategy to continue delivering best-of-breed valuation solutions and growing its customer base.

"The mortgage industry is in the midst of a major evolution right now. Risks have reached an all time high and lenders need sound, defensible business practices to close quality loans while keeping up with volume growth," said Phil Huff, CEO of Platinum Data Solutions. "Our mission is to provide our clients and business partners with the software and services to do just that. With Bill's experience and hands-on industry knowledge, not to mention his successful track record in product development and professional network, he will further Platinum's position as the frontrunner in appraisal and business analytics."

King is a renowned expert with numerous contributions in the mortgage and valuation industries. He has been a key force in the creation and wide-spread adoption of some of the industry's most widely used valuation technologies; spent over two decades as a forensic expert in the valuation and housing segments; taught dozens of appraisal courses over 20 years, including USPAP (Uniform Standards of Professional Appraisal Practice) qualification and update courses; contributed to *The Appraisal of Real Estate*, the most widely used appraisal textbook in the country; functioned as a key member of the Appraisal Institute for projects that include creating a new suite of forms, educating congressional members about pending legislation and creating model engagement agreements; and published dozens of industry-relevant articles and papers.

During his nearly four year tenure with Veros, King played an instrumental role in developing and marketing the company's automated property analytics and valuation management platforms. He functioned as Veros' representative to MISMO (Mortgage Industry Standards Maintenance Organization) as a property and valuation workgroup member, participated in providing guidance to Fannie Mae and Freddie Mac on USPAP issues for UCDP (Uniform Collateral Data Portal), and collaborated as part of the team that created the UAD (Uniform Appraisal Dataset).

Prior to working with Veros, King was founder, president and chief appraiser of ValueOne Appraisal, a Pacific Northwest appraisal company. From 1993 to 2006, he was one of the founders and a board member of Appraiser's Coalition of Washington, an organization that lobbied state government on legislation affecting real estate appraisers. His career also includes work for real estate technology firm FNC, and as a real estate agent in Tacoma, Washington. He is certified as a USPAP instructor by the AQB (Appraisal Qualifications Board) and maintains active appraiser and real estate broker licenses in the state of Washington.

"Platinum has made some incredible contributions to the valuation space in the last ten years and I'm looking forward to what we're going to accomplish together in the next ten," said King. "There's a lot of opportunity and things are ready to break wide open for the right valuation solution providers. Platinum has the vision, dedication and expertise to lead the way with best in class solutions, and the customer care and ethics to create raving fans and customers for life. It's so great to be part of a team that's dedicated to excellence and achievement in all areas of its operations."

About Platinum Data Solutions

Platinum Data provides technologies that 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 Solutions is based in Aliso Viejo, California and was founded in 2002. For more information, visit www.PlatData.com or email info@PlatData.com.

Contacts

Jeri Yoshida
Strategic Vantage Marketing & Public Relations
JeriYoshida@StrategicVantage.com
(310) 396-8813

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