

FOR IMMEDIATE RELEASE

PLATINUM DATA SOLUTIONS APPOINTS PHIL HUFF AS NEW CEO
Industry veteran selected to lead company in next phase of growth

ALISO VIEJO, CA – MARCH 5, 2012 – Platinum Data Solutions, a premier provider of comprehensive collateral valuation technologies, has announced that it has appointed industry veteran Phil Huff as its new chief executive officer. He succeeds the company’s founder, Rocky Donathan, who will maintain an active role in the company. Mr. Huff, who was the co-founder and CEO of secure document technology provider eLynx, was selected to spearhead the company’s strategic growth plan.

Huff has over 25 years of executive level experience. During his tenure with eLynx, he successfully grew the company and positioned it for acquisition, ultimately securing over \$40 million in outside investment. Prior to joining Platinum Data, he was CEO of Brandwatch Technologies, a provider of brand security and product authentication technologies to companies worldwide. During his four-year tenure with Brandwatch, Huff led the company’s successful turnaround, tripled revenues and recruited a new management team. He also served as an Executive-in-Residence at CincyTech USA, a seed-stage investment company focused on technology and life science companies in Southwest Ohio.

“Increased federal legislation and stricter interagency guidelines are forcing lenders, investors, AMCs and servicers to increase their focus on the accuracy and timeliness of collateral information—which is the exact domain of Platinum Data Solutions,” said Huff. “Our technology platform is highly configurable and can react to our customers’—and the industry’s—needs very quickly, which has proven to be a real differentiator for us. We have the quality-enhancing solutions that can not only prevent buybacks, but also ultimately play a huge role in healing and elevating our industry, and we fully intend to leverage the opportunities that stand before us.”

Platinum Data Solutions provides a wide range of products and services that enhance the quality of appraisal work by detecting errors, inconsistencies and other “red flag” items that can signal appraisal inaccuracies or fraud. Platinum’s flagship product, REALview, revolutionized the way the industry reviews appraisals. The company also, provides automated quality control and retrospective quality control technologies, pre-qualification and fraud-detection products, automated valuation models (AVMs), and more.

“Platinum Data has aggressive goals for the next phase of the company, and we need strong leadership to achieve those goals—that’s exactly what we have with Phil,” said Donathan. “I couldn’t be happier to welcome Phil to the company. He brings a proven track record of growing companies and maximizing revenue. I am very much looking forward to taking an active role in working with him as he leads this company to the next level.”

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.

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