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Platinum Data Appoints Norm Koenig as Senior Vice President, Sales

Company selects 23-year industry veteran as part of its strategy to expand its footprint among mortgage lenders

ALISO VIEJO, CA – September 23, 2013 – [Platinum Data Solutions](#), the premier provider of collateral evaluation and quality technologies, has hired industry veteran Norm Koenig as the company's new senior vice president, sales. Phil Huff, Platinum Data's CEO selected Koenig, who has over 23 years of experience in mortgage technology sales, as a key component in the company's plan to grow its footprint and expand its market share among mortgage lenders.

Koenig brings an extensive track record of successfully collaborating with mortgage lenders to develop the technology solutions that address their unique needs. He has introduced new products to the market, developed formal sales processes, and tailored products to meet lenders' specific needs for compliance, efficiency, and risk reduction. Prior to joining Platinum Data, Koenig spent close to five years in sales and management roles with DocMagic, a provider of award-winning loan document preparation, compliance and delivery solutions. He began his career with the company as a sales executive before being appointed executive sales manager, and most recently, director of strategic initiatives. During his tenure, Koenig played a key role with the company. He established the company's first formal sales processes, introduced several high profile products to the market, and helped advance the company's pilot products into production.

As Platinum Data's senior vice president, sales, Koenig is charged with developing and implementing the sales strategy for achieving the company's goals within the mortgage lending segment. He will also play a key role in introducing new and upgraded products to the market.

Platinum Data Solutions has grown over 300% since 2010, and has plans to continue its exponential growth over the next several years. Koenig is the company's fourth tactical addition to its executive management team in the past 18 months. Each member was selected to fulfill a specific, defined role in the company's strategic plan.

"Norm knows the issues, challenges and needs of mortgage lenders far better than the vast majority of his peers," said Huff. "He's a creative, free thinker who, like everyone else at Platinum,

is passionate about empowering lenders with the customized technologies that address their specific needs. With his passion, integrity, and approach to customer care, Norm is an ideal choice to help us reach our volume and revenue goals over the next few years."

Prior to his work with DocMagic, Koenig also held sales and executive positions with Visionet Systems; eLynx, the paperless document services provider co-founded by Phil Huff; SwiftView; Associated Software Consultants; and several other mortgage technology providers.

"I was amazed to discover the level of talent on the Platinum team," said Koenig. "With the technology, operations and management expertise they have on staff, this company is poised to take off even more than its impressive triple digit growth over the past few years. It's really exciting to be a part of a company that is destined for the level of success that Platinum is on target to achieve in 2014 and 2015."

About Platinum Data Solutions

Platinum Data provides technologies that help mortgage lenders, servicers, investors and appraisal management companies ensure quality, 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.PlatinumData.com or email info@PlatinumData.com.

Contacts

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

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