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## Serent Capital Portfolio Company Mercury Network Acquires Platinum Data Solutions

**San Francisco, CA - August 25, 2016** — Serent Capital, a San Francisco-based private equity firm focused on investing in fast-growing software and technology businesses, announced that its portfolio company Mercury Network has acquired Platinum Data Solutions ("PDS"), a leading provider of valuation data and analytics solutions in the residential mortgage and appraisal technology industry.

PDS provides analytical tools and quality control solutions to ~200 appraisal management companies ("AMC") and lenders, including the country's top ten mortgage lenders. PDS's RealView system pioneered computer-assisted appraisal underwriting, and its valuation analytics suite provides a turnkey solution that assures the responsible use of Automated Valuation Models. "Given Mercury's infrastructure and growth, we're excited to join them and continue to innovate for the industry. Platinum's customers will benefit from the scale and resources of joining the Mercury platform," said Phil Huff, president and CEO of PDS.

"Appraisal quality is an increasingly important compliance requirement and the addition of Platinum Data's technology will expand the suite of services available to both companies' customers", said Will Clemens, CEO of Mercury Network. "Platinum pioneered automated appraisal underwriting and quality control, and expanding these tools in Mercury Network will help the industry enhance appraisal quality and gain efficiency."

"Mercury's impressive growth since the Serent investment has only strengthened our belief in the appraisal technology market and Mercury's unique value proposition within that market," said Serent Partner Lance Fenton. "We believe the PDS acquisition will help us rapidly expand our footprint in the mortgage appraisal ecosystem and allow us to continue to deliver unmatched value to all our customers."

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### About Mercury Network

### Mercury Network

Mercury Network is the software platform used by more than 700 lenders and AMCs to manage their collateral valuation workflow. The company's solutions include Mercury Network for appraisal vendor management, Enterprise Vendor Framework (EVF) for lender management of AMCs, and AQM for quality assurance and quality control compliance among several other solutions for its customers. Mercury Network was formerly a subsidiary of a la mode prior to the Serent acquisition. Mercury Network is headquartered in Oklahoma City, OK.

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### About Platinum Data Solutions



Platinum Data Solutions provides valuation data and analytics technologies that help mortgage lenders, servicers, investors, AMCs and their vendors value collateral, identify potential collateral weaknesses and manage collateral risk. The company's online platform and analytical tools protect the country's top 10 mortgage lenders and help hundreds of companies to perform due diligence and prevent collateral-based loss. PDS was founded in 2002 and is based in Aliso Viejo, CA.

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### About Serent Capital

Serent Capital invests in growing businesses that have developed compelling solutions that address their customers' needs. As those businesses grow and evolve, the opportunities and challenges that they face change with them. Principals at Serent Capital have firsthand experience at capturing those opportunities and navigating these difficulties through their experiences as CEOs, strategic advisors and board members to successful growing businesses. By bringing its expertise and capital to bear, Serent helps growing businesses thrive.