



PRESS RELEASE

FOR IMMEDIATE RELEASE

Ernst Market Share: 94.3% Among Top-10 Lenders in 2010

Statistic 'illustrates the confidence' clients have in the precision of its data.

VISTA, Calif.—October 25, 2010— Ernst Publishing Company has maintained an extraordinary 94.3 percent market share among the 10 largest lenders in the U.S., including the top five, in 2010.

In fact, since 2008, Ernst has been involved in 14.9 million residential mortgage originations through the second quarter of 2010, or 85% of the loans completed by the top 10 lenders.

“We have the largest market share in our sector of the business, and that illustrates the confidence our clients have in the accuracy of the data we produce, and the importance they place on our ability to gather it directly from county recorders,” said Gregory E. Teal, president and CEO of Ernst Publishing Company. “We are the only firm that directly sources its data.”

Ernst has been considered the leading authority for more than two decades on land recording requirements including recording fees and transfer taxes throughout the nation. Today Ernst provides full GFE solutions and that ensures compliance with the Real Estate Settlement Procedures Act.

AT A GLANCE

Ernst Market Share, 2008-2010

| Year | Total Originations ** (in millions) | Market Share*** |
|-------|--|-----------------|
| 2010* | 2.80 | 94.3% |
| 2009 | 7.42 | 94.2% |
| 2008 | 7.20 | 73.2% |

*Through the second quarter of 2010

**Source: Source Media's Mortgagestats.com

*** Source: Ernst Publishing Company

(Note: Numbers have been rounded)



But it is not just the top 10 lenders that rely on Ernst for mortgage data: 45 out of the 50 largest lenders are clients; so are the top five title companies, as well as 90 percent of the top real estate law firms.

There are other reasons lenders have turned to Ernst for mortgage data. They do so because Ernst sources its own data, so it can customize its products to meet the lender's needs, and it can deliver that information in the format they prefer—features competitors cannot offer because they do not gather and source their own data.

“That’s why we can confidently guarantee the accuracy of our data,” said Jan Dalton Clark, vice president of sales and marketing. “The quality of our data and the peace of mind lenders experience when they rely on it are two of the biggest reasons clients give for doing business with us.”

About the Ernst Publishing Company

The Ernst Publishing Company has been the leading authority on land recording requirements for more than two decades. In fact, Ernst's recording fee, transfer tax and title data have been integrated throughout the title and lending industries. Due to RESPA requirements that went into effect in January 2010, accurate recording fees and taxes for recording documents have never been more important. Ernst excels at creating solutions for their clients to manage not just those fees—but also all vendor fees—with unparalleled precision. As a company, our goal is simple: Empower clients to not only meet RESPA's new compliance regulations for Blocks 3-8, but set the industry standard for client satisfaction, an attainable goal due to our technology, impeccable data standards, expertise at creating custom solutions, and network of partners.

Media Contact:

Matt Strickberger
908-350-3286

matt.strickberger@rga-pr.com