



For immediate release

The Turning Point Wins 2008 Mortgage Technology10X Award

Award Recognizes Exponential Impact of Business Opportunity Engine MACH3

Sedona, AZ – Oct. 20, 2008 – The Turning Point, Inc., pioneer of the leading business opportunity engine for mortgage lenders, announced today it has been awarded the 2008 10X Award by *Mortgage Technology* magazine. *Mortgage Technology* presents the 10X Award each year to the company, product or technology application the publication feels has had an exponential impact on the mortgage industry. The Turning Point was chosen as this year's winner based on testimonials, performance statistics and other demonstrations of how the company's business opportunity engine, MACH3, is transforming mortgage lending practices.

Since 2000, *Mortgage Technology* magazine has been recognizing industry leaders that use technology to take mortgage lending operations to the next level of performance and best practices. The Turning Point's 10X victory was recognized during an awards ceremony last night at the Mortgage Bankers Association's Annual Convention & Expo in San Francisco. The judges noted that "The Turning Point is recognized for providing technology to identify targeted opportunities and then shape these opportunities into exponential business instead of one-off loans. Instead of equating one customer to one mortgage, The Turning Point's MACH3 helps lenders broaden their perspective and see every customer as a constant revenue stream."

Stephen Margrett, CEO and co-founder of The Turning Point, said, "Receiving the 2008 *Mortgage Technology* magazine 10X Award confirms just how much MACH3 is impacting the mortgage lending industry. By accelerating how lenders are able to collect, analyze and act on business intelligence, MACH3 is achieving the unthinkable – generating business in one of the most intense down-cycles our industry has ever seen. For more than a decade mortgage industry leaders have been attesting how The Turning Point has helped enhance performance. Receiving the 10X Award adds a level of validation to these testimonials that is sincerely appreciated."

One of the numerous testimonials included in The Turning Point's award submission was from Daniel Jacobs, CEO of 1st Metropolitan Mortgage, who stated, "In the past we have looked to

technology to deliver incremental benefits that enhance business performance over the long term. The current market, however, dictates that we look for technologies that will deliver a much quicker ROI. With more demands on their time than ever, originators need efficient tools like The Turning Point's MACH3 system. By empowering LO's to focus on genuine sales opportunities, our business is able to grow market share even in a challenging environment."

About The Turning Point

Founded in 1996, The Turning Point is the provider of MACH3, the leading business opportunity engine for the mortgage industry. The system brings together internal data and external market factors, then provides easy-to-use online tools for converting this information into profitable action. Loan officers, branch managers, marketing specialists, department heads and c-level executives use MACH3 to make better-informed strategic decisions that both boost revenue growth and enable significant efficiency improvements. For more information visit www.turningpoint.com.

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