



## Press Release

### Specialized Data Systems Announces Formation of New Division and Hiring of New Staff.

**Branford, CT - February 26, 2004** - Specialized Data Systems, Inc. (SDS), a leading provider of loan automation technology for lenders, has announced the formation of a new division called the *Professional Services Group (PSG)*.

"Many clients are already familiar with the sales & marketing services we provide for our Business Partners" commented Marc Riccio, President of SDS. "With the formation of PSG, we are now offering our New England/NY/NJ clients "Set-up" assistance for their PowerLender® Loan Processing System from ASC. This new service is called the *PowerLender Set-Up Assistance Program (PSAP)* and has been in the planning stages for several months with the complete sponsorship of ASC."

As part of the formation of the Professional Services Group, John Bigness, has joined SDS and will serve as a Senior Consultant responsible for providing PowerLender Set-up services. John will be directly responsible for managing the *PowerLender Set-Up Assistance Program*.

John is an experienced financial software developer, consultant and trainer having owned his own consulting firm, John Bigness & Company, since 1983. He is considered an expert in mathematics of finance, particularly Mortgage Truth-in-Lending and customized computer spreadsheet design. His software products are used by major financial institutions across the country and, as a result of joining us, all of his existing products and services will be offered through Specialized Data Systems.

John has solid experience with Mortgage and Consumer Lending Systems having worked for two financial institutions as a Lending Systems Administrator. He worked specifically on ASC's UNI-FORM Loan Processing System for four years where he was instrumental in installation, set-up and ongoing maintenance of UNI-FORM.

John holds a B.A. in Mathematics from State University of New York at Oswego and an M.B.A. from Union College, Schenectady, NY. He has also served as an Adjunct Instructor in Quantitative Business Analysis at Siena College and currently serves as a Business and Information Technology instructor at Bryant & Stratton College, in Albany, NY.

#### **About Specialized Data Systems**

**Specialized Data Systems** is an innovative team of experienced technology professionals dedicated to providing leading software applications and services to the financial industry. Solutions include:

- Loan Origination and Secondary Marketing Software
- Secure Electronic Document Delivery
- Lending Web Site Design and Hosting
- Enterprise Report and Document Management (COLD Systems)
- Check & Document Imaging Systems
- Managed Internet Security & WAN Management Services

#### **About ASC**

Associated Software Consultants, Inc. (ASC) designs and markets loan automation software for use by mortgage banks, commercial banks, community banks and credit unions.