

PRESS RELEASE

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Mortgage iQ and IC Group partner to bring automated Borrower and Partner Marketing Collateral automation to the next level.

CRMnow's Mortgage iQ is now seamlessly integrated with IC Group's Print Collateral fulfillment services, delivering personalized messaging via high-quality marketing content postcards, newsletters, gifts and more.

Aliso Viejo, Ca. October 16, 2014 - CRMnow, the leader in Enterprise CRM for Lenders today announced a new integration between Mortgage iQ CRM and IC Group. The integrated services will result in a significant improvement in print marketing delivery efficiencies and greater consistency.

Chris King, CEO of CRMnow commented, "The ability to deliver high-quality and personalized collateral materials as part of an ongoing mix of automated communications is a core component for our Mortgage iQ customers' marketing arsenal and overall CRM strategy. This integration will greatly streamline that process and reduce the level of effort required to coordinate this level of personalization in correspondence with Borrowers, Partners and other valued relationships.

Dave Loach, VP Business Development for IC Group added "IC Group is pleased to announce the integration with CRMnow as the execution and delivery partner for their dynamic Mortgage iQ marketing collateral. The integration will allow CRMnow to support and deliver high quality, personalized and relevant marketing collateral to their clients in an on-demand environment.

About CRMnow and Mortgage iQ: CRMnow is a leading provider of Enterprise Level CRM application software hosted in a Private Cloud environment. Mortgage iQ enables our customers to sell, market and service customers across all business roles and processes. We have over 20 years combined experience in providing CRM technology and Best Practice within the Lending Industry. Note to Editors: CRMnow and Mortgage iQ are registered trademarks of King Technology Group, LLC. All other product and company names mentioned are the property of their respective owners and are mentioned for identification purposes only. For more information about Mortgage iQ, please visit www.mortgageiqcrm.com

About IC Group: Founded in 1982, IC Group has evolved into one of the leading print and marketing solutions providers in the Western United States. An ongoing investment in capital equipment, software and talented team members keeps IC Group at the forefront of the marketing communications industry. For more information, please visit www.ic-response.com and www.ic-group.net

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