

William D. Dallas Joins MindBox Board of Directors

Industry Leader Joins Leading Technology Firm as Chairman and Investor

Greenbrae, CA, May 12, 2003 – MindBox, LLC, the worldwide leader in providing intelligent technology that automates complex business and decision processes, announced today that it has appointed William D. Dallas, the co-Founder of First Franklin Financial Corporation, as its new Chairman of the Board. First Franklin is the nation’s leading nonprime wholesale lender and is now a subsidiary of National City Bank. Richard S. Barfus continues in his position as President and CEO of MindBox.

Mr. Dallas’s in depth experience in the financial services industry, both as an executive and as a board member and advisor to many companies, will be a valuable resource to MindBox. In addition to his work at First Franklin, Mr. Dallas has also co-founded two other banking institutions: Heritage Bank of Commerce, a community business bank serving Silicon Valley; and California Oaks State Bank in Thousand Oaks, California.

“We are thrilled that Bill has agreed to join us as Chairman of the Board. His industry knowledge will be invaluable to the company, and his support will enable us to capitalize on our current and past success and grow more rapidly,” explains Richard S. Barfus, CEO of MindBox. “We have had great success in providing technology to the mortgage market. With the additional expertise and resources Mr. Dallas provides, we will now be able to both expand our product offerings and penetrate new markets more quickly.”

MindBox hopes to offer product packages designed to make the power of its intelligent technology available to a broader range of lenders in the near future. The company also plans to make a concerted effort to penetrate new financial services markets, beginning almost immediately.

“We have the most powerful decisioning technology available on the market today, regardless of industry,” says Bill Dallas. “MindBox will be able to better package, maintain and market the technology to a wide variety of customers within the financial services market. I am very excited to be part of this company, and look forward to participating in the company’s growth.”

“MindBox has always done a good job of incorporating user requests into their product updates,” says Dave Fraser, Ford Motor Credit, and a member of the MindBox User Group. “Now we will be able to increase the frequency of those updates.”

About MindBox, LLC

Based in Greenbrae, Calif., MindBox, LLC is a technology company that helps companies gain a competitive edge by intelligently automating their complex business and decision processes. The company develops and markets innovative software and consulting solutions that leverage industry and internal best practices to deliver multi-channel, intelligent solutions designed to optimize client interactions. For more information, please visit MindBox's Web at www.mindbox.com or call (877) 650-MIND (6463).

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