



Press Release

FOR IMMEDIATE RELEASE

SOLIDIFI REVOLUTIONIZES THE REAL ESTATE APPRAISAL PROCESS

Solidifi Values™ is the Fastest Solution for Brokers, Lenders, and Insurers to Obtain an Appraisal while Maintaining their Appraiser Relationships

Markham, Ontario – November 13, 2006 – Solidifi Inc., Canada's most innovative property-valuation solutions provider announces the launch of Solidifi Values™, a web-based application that automates the complex appraisal ordering process while managing the relationships between brokers, lenders, appraisers, insurers, and borrowers.

“Solidifi Values™ is truly revolutionizing the appraisal management process,” says Jason Smith, President and CEO, Solidifi. “We provide a platform for appraisers, brokers and lenders that facilitates the appraisal process, providing all parties with more control thanks to workflow and communications automation.” Solidifi Values™ speeds up the mortgage approval process, getting money into the hands of the borrower at a faster pace and with less fuss.

Built on a unique business model, Solidifi Values™ is an automated web-based solution for managing the appraisal lifecycle including appraiser selection and appraisal management, centralized web-based billing and scheduling, appraisal status, documents management and effortless communication between brokers, lenders, and appraisers -- all of which have made Solidifi Values™ a front runner in the industry.

“Using Solidifi Values™ was not a hard decision to make,” affirms Art Appelberg, President, Northwood Mortgage Ltd. “We get the best appraisers at competitive rates and the process is automated, which saves us a ton of time,” Appelberg adds, “the bottom line is Solidifi Values™ frees us from the mundane requirements of processing a loan, giving us time to refocus on things like growing the business.”

Solidifi Values™ has already reached a critical mass within the appraiser market. With over 300 lender-approved firms registered across Canada, Solidifi Values™ provides a national network of appraisers from the approved lists of Canada's lenders.

“This solution not only provides us with a steady stream of orders, but enables us to select orders based on such criteria as location, price and working with existing or new clients,” says Fred Goldberg, CRA, GTA Property Appraisals Inc. “The streamlining of the process means time can be spent building new relationships as well as strengthening existing ones,” adds Fred.



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Jason Smith, Co-founder and former Executive Vice President of Basis100 explains that the solutions were in direct response to industry needs. “We have listened and responded to the requirements of our customers and built our solutions to address their issues, helping them work faster, cheaper and smarter.” Solidifi is committed to taking direction from the market place for further enhancements to our solutions. One example is our upcoming integration into the mortgage point of sale system, eliminating the need to re-enter borrower’s information into Solidifi Values™.

“We continue to build partnerships within the financial services vertical to further streamline the mortgage process and provide a platform for fulfilling the mortgage process,” adds James Kim, Director, Sales & Operations, Solidifi.

About Solidifi

Solidifi is a Canadian owned company that delivers technology-based solutions to the North American mortgage industry. Solidifi focuses on providing customers with dynamic solutions that significantly reduce the time and cost involved in mortgage lending and insuring activities. With more than 300 lender-approved firms and a growing broker, lender, and insurer population, Solidifi Values™ is the premiere platform for obtaining real estate valuations. For more information, or to register, go to www.solidifi.com

SAFE HARBOUR

This press release contains certain statements that constitute forward-looking information within the meaning of applicable securities laws ("forward-looking statements"). Such statements include, but are not limited to, deployment of new services and products, and growth of our customer base. Actual results may differ materially from those anticipated in any forward-looking statement with regard to magnitude, timing or other factors. Any such statements are subject to risks and uncertainties, including, without limitation, the company's dependence on third parties, market conditions for the sale of services, technical developments, availability of capital, and other risks and uncertainties. The company disclaims any obligation to update information contained in any forward-looking statement.

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