

FOR IMMEDIATE RELEASE

**BRADFORD TECHNOLOGIES AND WOODFINN
ANNOUNCE KEY STRATEGIC PARTNERSHIP**
*Portal Integration Provides Clients with Ease of Ordering for
Game-changing Collateral Valuation Report*

San Jose, CA and San Diego, CA - April 13th, 2011 - Key appraisal industry technology leaders Bradford Technologies, Inc. and Woodfinn, Inc. today announced a strategic alliance that enables appraisal panel managers using the Woodfinn Compass™ platform to seamlessly recruit appraisers from Bradford Technologies' AppraisalWorld online community and dramatically reducing the cost of recruiting. Panel managers will be able to search, recruit and add appraisers to their panel with a few simple clicks. In addition, Woodfinn clients can now expand their valuation business into the servicing industry by fulfilling orders for the game-changing Collateral Valuation Report (CVR).

The CVR, developed by Bradford Technologies is a unique valuation product that can be produced quicker and at a lower cost than a traditional appraisal. The CVR allows appraisers to compete for valuation business normally fulfilled by BPOs and other valuation or evaluation services of lesser quality. The CVR has been deemed a game-changer because of its use of regression analysis to statistically support the appraiser's value conclusion.

Woodfinn Compass™ includes panel management Software as a Service (SAAS) suite that fulfills the needs of valuation providers such as appraisal management companies, appraisal management divisions and appraiser firms that need to properly manage their panel operations including all necessary business processes from the recruiting of appraisers to order assignment, invoicing and payment processing.

Woodfinn was created using leading edge technologies from Google, Salesforce, and Microsoft and leverages social-networking technology to build and manage relationships between service providers and buyers, in a secure, traceable SAS70 certified process.

Each Woodfinn client has direct management control between their customers and vendors. Orders are tracked, managed, and delivered using the latest technologies. Built-in reporting tools provide real-time data on performance metrics, service level agreements, user group characteristics, financial analysis, and market trending. Woodfinn gives companies a competitive edge through meaningful, relevant, and real-time information.

The Collateral Valuation Report may only be completed by a licensed and trained appraiser using Bradford Technologies' advanced computer-aided appraisal software with Interactive Valuation Modeling (IVM) technology. The CVR is a summary appraisal report, compliant with the Uniform Standards of Professional Appraisal Practice (USPAP) and can be provided as a desktop valuation; drive-by or full interior inspection property valuation.

"Woodfinn understands the importance of cloud-computing. They have a great vision for leveraging this technology in today's world. Our strategic relationship and integration with AppraisalWorld will provide both of our customers with many competitive advantages." said Jeff Bradford, CEO of Bradford Technologies.

Guillermo Leveson-Gower, CEO of Woodfinn, noted the benefits to users. "Clearly, integration between our two platforms will give our client's a competitive advantage in recruiting appraisers, expanding their coverage as well as expanding their business opportunities by managing CVR orders. It's a clear demonstration of a win/win strategic partnership".

About Bradford Technologies, Inc./ AppraisalWorld, Inc.

Bradford Technologies, located in Silicon Valley and serving the appraisal industry for over 24 years has long been recognized as the leader in innovative appraisal solutions. From its hassle-free appraisal processing software, ClickFORMS to its new online community and services portal AppraisalWorld, Bradford Technologies is dedicated to building trust and reliability in the appraisal profession and providing cutting edge solutions for appraisers, appraisal management companies, lenders and consumers. It's most recent innovation is a statistically supported, USPAP compliant appraisal, the Collateral Valuation Report (CVR. With these solutions, the company's clients are powerfully positioned to meet the needs of the valuation marketplace. For more information, visit: www.bradfordsoftware.com and www.appraisalworld.com.

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About Woodfinn:

Woodfinn Compass™ is panel management Software as a Service (SAAS) suite that fulfills the needs of valuation providers such as appraisal management companies, appraisal management divisions and appraiser firms that desire a comprehensive, cost effective solution to manage the full range of operations from the recruiting of appraisers to order assignment, invoicing and payment processing.

Woodfinn™ provides enterprise cloud computing applications for the financial and real estate industries.

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