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Zone Data Systems, LLC Partner's with Bradford Technologies to Provide New Collateral Valuation Reports

San Jose, California (May 24, 2010) — Zone Data Systems, LLC (ZDS) with 233 member Appraisal Companies in 25 states that operate in 32 of the top 40 MSA's in the country and employ over 500 appraisers, announced today it is partnering with Bradford Technologies to provide their clients with the new Collateral Valuation Report (CVR™), a statistically supported appraisal, as part of its ongoing efforts to use best-of-breed valuation products.

The CVR™ is an innovative, USPAP-compliant appraisal product that incorporates regression analysis performed by the appraiser to support the value conclusion. The valuation report and software were developed by Bradford Technologies, Inc. headquartered in Silicon Valley, as part of their suite of AppraisalWorld Services for appraisers.

Leo Savoie, SRA, Chairman of the Board of ZDS noted that “the CVR product compliments our efforts to re-engineer the appraisal process. We will be working with Bradford Technologies to create a superior valuation product that takes advantage of their technology and our dynamic, appraiser-based valuation database.” Peter Pensotti, Operations Manager at ZDS noted “the CompCruncher application is an extremely powerful tool that allows the appraiser to analyze and interpret data like never before. Using CompCruncher, Zone Appraisers will be able to leverage our “GeoScore™” system and deliver a winning combination for users of valuation products.”

“We are thrilled to be working with the ZDS Partners”, noted Jeff Bradford, CEO of Bradford Technologies. “Their desire to break out of the status quo and develop advances in appraising methodology parallels the work we are doing. I believe coupling the refined zone data with our analytical technology will produce exceptionally reliable valuation products.” ZDS appraisers will undergo a strict training program that includes a statistics component with exam, and hands-on training in their local markets. “CVR certified appraisers are the local experts in their markets, with more experience, education and knowledge of local market conditions” noted Sylvia Kainz, AppraisalWorld COO.

“This is the perfect marriage of technology, appraisal expertise and data” Bradford noted. “A local appraiser empowered with these tools can effectively and efficiently meet client needs, all at a lower cost”.

About ZDS

Zone Data Systems is the North American leader in developing and maintaining a site-verified database of photos, valuations and property information of virtually every residential property for entire cities, using a proprietary “GeoScore™” property rating system. ZDS and its network of premiere, local appraiser experts, photograph and appraise entire cities, one building at a time from the street.

About Bradford Technologies

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, AMCs, lenders and consumers. It's most recent innovation is a statistically supported, USPAP compliant appraisal, the Collateral Valuation Report (CVR), along with a complete statistics education and training course to teach and certify appraisers in the science of real estate valuation and market analytics. With these tools, 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.

Media Contacts

Ken Verrett
Public Relations (Zone Data Systems)

713-301-0225
info@zonedatasystems.com

Rosalie Berg
Strategic Vantage Marketing &
Public Relations (Bradford Technologies)

305-971-5352
PR@StrategicVantage.com