



priority technologies, inc.

News Release

Date: **May 25, 2006**

Contact: Daina Austin Phone: (402) 445-4713

Email: Daina.Austin@prioritytech.com

Release: **Immediate**

PTI Eliminates Risk of Innovation with New Pricing and Hosting Options for *prioritySBS*[™]

OMAHA, Nebraska—Priority Technologies, Inc. (PTI)—*The Leader in Student Loan Technology Solutions*—has removed barriers to innovation for student loan lenders, guarantors, and secondary markets by providing a no-risk way to provide their school clients with the most advanced loan management tools in the industry. PTI's *prioritySBS*[™] software, with a current install base representing 12.5% of all FFELP loan volume, is now available as a fully-hosted web service, with a creative pricing model that allows delaying of payment for the service until a school is actually enjoying its benefits.

“Financial aid professionals at schools are demanding more innovation and rapid response when it comes to the guarantors and lenders that provide the loans for their students,” said Nathan Biggs, PTI's Vice President of Business Development. *“PTI's clients are becoming more competitive for a school's loyalty by providing them with the most open, powerful, and easiest-to-use tools available in the student loan industry.”*

PTI's *prioritySBS* software is now available to the student loan community as a fully hosted web service. The *prioritySBS* servers are co-located at PTI's hardened data facility. This allows new users of the service to avoid all of the hassles and cost of hosting and maintaining a modern web application.

Even though the service is remotely hosted, *prioritySBS* clients will still enjoy all of the benefits of PTI's self-hosted clients. This includes customizing the look-and-feel to match the customer's existing web page design, and integration into existing loan processing systems.

The pricing model for using *prioritySBS* has also been enhanced to support the web service model. Instead of paying an up-front license fee, PTI's *prioritySBS* customers now pay a small monthly fee for only those schools that are using the service.

In summing up the potential value impact on a user of this service Nathan Biggs said, *“the remote hosting for prioritySBS, coupled with the enhanced pricing model allow a guarantor or lender to add this service into their school marketing plans without incurring any system cost. This removes the risk of a significant software license and becomes a powerful competitive edge.”*

Detailed information on the *prioritySBS* software, and hosted service, is available at www.prioritysbs.com.

###

About Priority Technologies, Inc.

Priority Technologies, Inc. (PTI), established in 1995, is redefining the standard for technology innovation in the student loan industry. PTI's product customers are student loan guarantors, lenders, and secondary markets that are committed to the highest level of customer service, and to providing their borrowers, schools, loan partners, and employees with easy-to-use, innovative tools for managing their loans. PTI's software products include *prioritySBS*—web-based loan management system for schools; *priorityGS*—a full-featured guaranty system covering application processing through default aversion assistance; *priorityDMS*—post-default claim processing, and debt collection; *priorityDPS*—web-based default prevention tools for schools and loan providers; and *priorityODS*—lender origination and disbursement processing and management. For more information contact Nathan Biggs at (402) 445-4745, email to Nathan.Biggs@prioritytech.com, or find us on the web at www.prioritytech.com.