

## **FOR IMMEDIATE RELEASE**

### **DARTON ROSE JOINS AVISTA SOLUTIONS' TEAM AS NORTHEAST REGION SENIOR ACCOUNT EXECUTIVE**

*Mortgage technology sales professional Rose to develop relationships that will drive Avista's growth from Maryland to Maine*

**COLUMBIA, SC, JUNE 4, 2009** – Avista Solutions, a leading provider of web-based, end-to-end mortgage loan origination software, is pleased to announce that Darton Rose has been hired as the company's Northeast Region Senior Account Executive. Rose, who has 17 years of experience in direct sales and sales management within the mortgage technology industry, will develop relationships with mortgage lenders in Maine, New Hampshire, Vermont, New York, Massachusetts, Connecticut, Rhode Island, Pennsylvania, New Jersey, Delaware and Maryland, fostering the continued growth of Avista Solutions' presence in the Northeastern United States.

Prior to joining Avista Solutions, Rose spent 17 years with Pennsylvania-based Eastern Software, where he started out as a Sales Representative and eventually became the company's Senior Vice President. There he developed, sold and supported loan origination systems for banks and mortgage bankers, growing the company from a small, regional business to a major provider of software for lenders across the nation. He began his career at New Jersey-based office equipment company Monroe Systems for Business, where he spent four years as a Sales Representative, Sales Manager and finally as District Manager. He holds a bachelor's degree in Business Administration from Westminster College.

"Please join me in welcoming Darton Rose to Avista Solutions as our Northeast Region Senior Account Executive," Avista Solutions CEO Mark Phlieger said. "Darton has more than 17 years of experience selling mortgage software with Eastern Software and will be a welcome addition to our team as we expand into the Northeast. His professionalism and experience will help drive new business in this key area of the country."

Rose is enthusiastic about helping turn Avista into the top-selling mortgage software provider in his region. "Avista Solutions is highly committed to the customer and has a real passion for serving mortgage lenders," he said. "As a sales professional, there is nothing more exciting than bringing the best technology to banks and mortgage bankers, and Avista provides what the market desperately needs – proven, web-based, rock solid technology that's made in America. And at the end of the day, it always comes down to the people in the organization, and Avista's reputation in the industry is fantastic! I want to see Avista as the dominating software solution for lenders in the Northeast as well as across the country, and I'm looking forward to helping Avista reach this goal."

For more information about the innovative software solutions Avista Solutions has to offer, call 877-728-4782 or visit [www.avistasolutions.com](http://www.avistasolutions.com).

### **About Avista Solutions**

Avista Solutions, the Mortgage Technology magazine "2007 Mortgage Technology Help Desk Award Winner" and a three-time "Top 50 Mortgage Technology Provider," is a leader in web-based loan origination systems. Avista Solutions' suite of mortgage lending software provides complete, end-to-end solutions incorporating loan origination, product eligibility, pricing and imaging that can be rapidly implemented across all origination channels. Avista has handled over \$733 billion in loan volume 100 percent via the web. For more information, please call (803) 788-4936, or visit [www.AvistaSolutions.com](http://www.AvistaSolutions.com).

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