



**FOR IMMEDIATE RELEASE**

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**TITLE DATA INTRODUCES ITS “EXPANDED COUNTIES PROGRAM”**

Houston (October 25, 2010) - - - Title Data, Inc. (TDI) announced today the introduction of its Expanded Counties Program, a plan designed to make it easier for Houston-based title companies to compete in the Dallas/Ft. Worth title insurance market, and for Dallas/Ft. Worth-based title companies to compete in the Houston market, all with minimal or no additional title plant expense.

Recently TDI acquired traditional, “thick” title plants for Collin, Denton and Tarrant counties, Texas, three of the four counties which principally comprise the Dallas/Ft. Worth metropolitan area. These computerized title plants begin in 1974, are fully integrated with digital images of recorded documents, and are copies of the title plants maintained by the Title Records Division of ACS, a Xerox company. Title Records has been the predominant title plant vendor for the Dallas/Ft. Worth market for many years.

To round out its Dallas/Ft. Worth title plant footprint, TDI is building a traditional, thick title plant for Dallas County, the fourth major DFW county, which will go back to at least 1979. TDI’s Dallas County title plant will also be fully integrated with real property images, and is projected to come online by the end of 2011’s first quarter.

Recognizing that the Houston and Dallas/Ft. Worth title plant markets have historically been different, TDI sought a means to balance its long-standing Houston business model, which closely defines who can benefit from its proprietary land records and information, with the existing Dallas/Ft. Worth title plant market, which evolved over the last 45 years with less stringent rules. At the same time, TDI wanted to pass through to its customers, in the form of lower prices, the efficiencies it has achieved in recent years with its development of new title plant and title production technologies, including TIMS<sup>®</sup> Novo, a sophisticated plant-indexing system.

The vehicle to achieve both goals is TDI’s Expanded Counties Program, which delivers a means for Dallas/Ft. Worth-area title companies to benefit from TDI’s Houston-area land records *and* reduce their Dallas/Ft. Worth plant costs. Conversely, it provides the opportunity for Houston based-title companies to enter the Dallas/Ft. Worth title insurance market with minimal or no additional title plant expense.

Founded in 1967, TDI is owned by virtually every national title insurance underwriter. TDI is one of the largest title plant maintainers in the United States, choosing to offer only traditional “thick” title plant products to meet its customers’ title search and examination needs. TDI is also a major developer of technology for the title industry, licensing its TIMS<sup>®</sup> suite of title plant and title production systems to title plant maintainers throughout the country.

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**TITLE DATA ANNOUNCES DALLAS/FT. WORTH AREA TITLE PLANTS**

Houston (September 7, 2010) - - - Title Data, Inc. (TDI) announced today that a subsidiary is now signing title plant subscription agreements for Collin, Denton and Tarrant counties, Texas, and will soon add Dallas County. These four counties comprise the core population centers often collectively referred to as the Dallas/Ft. Worth Metroplex.

Several months ago TDI acquired a copy of the "thick" title plants maintained today by the Title Records Division of ACS, a Xerox company. Since this acquisition TDI has expended considerable resources to enhance the quality and completeness of the information contained in these databases. All of these plants begin in early 1974 and are integrated with digital copies of recorded documents.

Recognizing that the Dallas/Ft. Worth title plant market is extremely competitive, TDI's subsidiary offers a very attractive price for what it views to be a superior product, all without having to commit to a long-term contract.

Information about subscriptions to these Collin, Denton and Tarrant County title plants is available at [www.titledata.com](http://www.titledata.com).

In addition to these new Dallas/Ft. Worth counties, TDI is in the process of expanding its title plant into all of Texas' metropolitan areas. Founded in 1967 and owned by virtually every national title insurance underwriter, Title Data licenses its TIMS<sup>®</sup> suite of title plant and title production systems to title plant maintainers throughout the United States.

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### **TITLE DATA INTRODUCES TIMS<sup>®</sup> NOVO**

Houston (January 8, 2010) - - - Title Data, Inc. (TDI) announced today the completion of a multi-year, multi-million-dollar project to revolutionize the way land title evidence plants are built and maintained. TIMS<sup>®</sup> Novo combines the world's 8 most advanced optical character recognition (OCR) engines with TDI's trail-blazing technology to accurately abstract information from publicly recorded real property documents.

The OCR engines (while simultaneously scanning an imaged document) "vote" on the correct interpretation of a character or string of characters (for example, is that smudged letter a "u" or an "o") and convert the images to text. Title Data's proprietary interface programs then analyze and manipulate this text to generate an abstract for each real property document. TIMS<sup>®</sup> Novo, before uploading the abstracted data into the title plant, validates it to ensure that the data satisfies TDI's rigorous logic-based rules and conditions; if the data fails, it is sent to an electronic queue for review by an experienced title searcher.

Previously TDI employed data entry keyers and key verifiers to manually identify and capture information from real property documents, a tedious and time-consuming process. When asked how Novo has impacted the quality of TDI's title plant postings President and CEO Jay Sibley stated "I was more skeptical than anyone that Novo could replace a room full of seasoned data entry professionals, let alone improve upon their work. However, after seeing Novo in action I'm a believer – not only is the quality of the indexing higher, but Novo is identifying more documents which require a title searcher's review than our data entry technicians identified, and our keyers were the best in the business." Sibley added that Novo also permits TDI to cost-effectively capture and store more fields of data than was feasible using traditional data entry methods.

Title Data has found that, in its 9 Houston-area title plants, a geographic area larger than the states of Massachusetts and Delaware combined and home to some 6.5 million Texans, nearly 40% of the real property documents which should contain a complete and valid legal description, do not – either the parcel's legal is wrong, it's incomplete or it's missing entirely. Which is one reason why TIMS<sup>®</sup> Novo, by singling out more documents for examination, is helping to make Title Data's title plants more accurate and complete.

Founded in 1967 and owned by every national title insurance underwriter, Title Data licenses its TIMS<sup>®</sup> suite of title plant and title production systems to title plant maintainers throughout the United States. TDI also recently announced its plans to expand into Texas' other metropolitan areas, including Austin, Corpus Christi, Dallas, El Paso, Fort Worth, San Antonio and the suburban counties serving these cities, a project where TIMS<sup>®</sup> Novo is playing a vital role.

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**TITLE DATA IS EXPANDING ITS GEOGRAPHIC COVERAGE**

Houston (November 18, 2009) - - - Title Data announced today that it has embarked upon a program to expand its Title Plant and Image Library to the remainder of metropolitan Texas, including Austin, Corpus Christi, Dallas, El Paso, Fort Worth, San Antonio and the suburban areas serving these cities. “As the nature of the title industry has evolved, so has the title plant maintenance business” stated Jay Sibley, Title Data’s President and CEO. “At one time a title company served a single county and maintained its own title plant,” Sibley added, “but today’s title company prefers to operate statewide and outsource the maintenance of its title plant.”

Established in 1967, Title Data currently serves nine counties in and around the Houston area, a population of some 6.5 million Texans.

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