



For Immediate Release

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eMagic Launches Online Full Mortgage Application to Automate Loan Origination

MILWAUKEE, WI (March 7, 2011) — eMagic® today announced the addition of a full mortgage application feature to its existing MortgageApp product. MortgageApp -- now available in both a short and full version -- provides mortgage lending customers with a lead generation tool and a point of sale channel to capture borrower information online. MortgageApp's leads feed directly into eMagic's loan processing system, furthering the automation of loan origination.

“We’re excited to offer this affordable technology solution to the mortgage lending industry,” explains Chad Northington, eMagic/Myers Managing Director. “At a time of declining origination volume and increasing production and operational expenses, MortgageApp can help automate the workflow, lowering processing costs associated with loan origination and speeding up turnaround time.”

MortgageApp includes:

- Customizable content and design to match customers’ needs
- Credit report authorization
- Lead management tools
- Document imaging tools
- Secure eDelivery
- Optional loan officer-level applications

- MORE -

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Pricing for MortgageApp remains unchanged and all of the features in the eMagic standard package and the eDocs package are included for free. MortgageApp can be integrated with eMagic's hosted mortgage and loan officer websites. Contact your eMagic sales representative for more information at 800-693-7730 or emagic@mgic.com.

About eMagic

eMagic.com, LLC, is an e-commerce subsidiary of Mortgage Guaranty Insurance Corporation (MGIC), the principal subsidiary of MGIC Investment Corporation (NYSE:MTG), which is headquartered in Milwaukee, Wisconsin. eMagic provides affordable online mortgage loan origination solutions for banks, credit unions, mortgage bankers and originators to help automate and simplify the mortgage process. eMagic is dedicated to expanding its product and service offerings to bring value and efficiency to the mortgage industry. Learn more at www.eMagic.com or by following [@eMagic_com](https://twitter.com/eMagic_com) on Twitter.

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