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## **National Asset Direct and iServe Companies to expand into Connecticut**

September 20, 2012 - Connecticut

Ralph DellaCamera, chairman of the board of National Asset Direct, Inc. (NAD), parent company to the iServe suite of companies, has announced the expansion of its origination platform - iServe Residential Lending - to the East Coast by opening an office in Stamford. The expansion is part of NAD's plan for the robust growth of its mortgage origination platform. The Connecticut office will be led by an experienced regional team headed up by Ernie Craumer, Northeast regional manager. The senior management of iServe Residential Lending will remain in the San Diego operational headquarters.

NAD's suite of mortgage companies includes origination, REO, servicing, and technology (the iServe Companies). The iServe Cos. consist of iServe Residential Lending, LLC (iServe Residential Lending), iServe Real Estate Operations, Inc. (iServe REO), and iServe Servicing, Inc. (iServe Servicing).

"While others have left the mortgage origination industry, iServe continues to grow and expand its mortgage origination platform," said DellaCamera. "We believe iServe Residential Lending's model of diversified loan products, speed and competitive pricing will translate well on the East Coast." A seasoned team of industry executives will continue to execute these measures, which will further solidify NAD and the iServe Companies' leading position in the mortgage space.

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