



For Immediate Release

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VISION CREATIVE GROUP, INC. NAMED AGENCY OF RECORD BY ERSACORE PARTNERS

April 2005 – Cedar Knolls, NJ - Ersacore Partners, LLC today announced an agreement with Vision Creative Group, Inc. to be its Agency of Record. Vision has already been involved with the company's branding as well as the development of marketing materials and advertising for the new Ersacore product – Instant Advisors (www.instantadvisors.com) IA (*Instant Advisors*), an Internet-based, alternate channel loan submission platform was created in a joint venture headed by Real-Ware, Inc. and Ersacore Partners, LLC.

"We are very excited to be selected by Ersacore to represent them," stated Andy Bittman, President Vision Creative Group. "The commitment that Ersacore has pledged to making this a successful venture and the high-profile partners that they have brought to this effort, is something we feel great about being associated with."

Ersacore has been developing the Instant Advisors system for over three years in an effort to streamline the Residential Mortgage Process. A global leader in real estate data and services, The First American Corporation (NYSE: FAF) is also an integral partner in making Ersacore's IA products work to their full potential and be available to the broad market. Ali Davachi, Ersacore's COO, added, "Vision has the experience, reputation and capabilities to ensure that our message reaches our prospective client base. Their ability to plan, execute and support us in both the traditional advertising medias and on the Internet makes this a perfect match."

Instant Advisors, a project initiated by Ersacore Partners, LLC and RealWare, Inc. (<http://www.instantadvisors.com/>), is an internet-based, real estate application that uses proprietary technology to seamlessly integrate the transaction process (origination, processing and closing) into a secure format allowing clients to monitor deal status, while communicating and sharing selected data with clients, staff, service providers and investors in a secure environment.

Vision Creative Group, a Traditional Advertising and Interactive Agency, offers a wide range of creative, marketing and online services to national and international consumer product and business-to-business companies. Formed in 1987, Vision was ranked as the number 26 Advertising Agency in New Jersey by *njbiz* in their 2005-2006 Book of Lists. Vision represents many well-known brands and has forged many long-standing and successful client relationships.