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### Prime Alliance Solutions Names 2004 Mortgage Artists of the Year Awards

LAS VEGAS — Prime Alliance recently announced the winners of its second annual Mortgage Artists of the Year Award. The award is given to five Prime Alliance customers each year in three asset categories – less than \$500 million, \$500 million to \$1 billion, and over \$1 billion.

The winners were: Blackhawk CU, less than \$500 million, for achieving market share and besting its competition; Hiway FCU, \$500 million to \$1 billion, for its outstanding efforts in affordable housing; and Suncoast Schools CU, over \$1 billion, for its quality and consistency of member experience.

Prime Alliance's 'Best in Family Award' which recognizes the PA customer that has taken its mortgage business to new levels during the preceding year went to MidWest Financial CU for its purchase-money lending results.

Prime Alliance also made a special award to an outstanding multi-site provider, and this year's award went to MortgageClick for their service to New England's credit unions and for their business model. -

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