



a la mode welcomes Bluebook International to TOTAL Store

For Immediate Release

Naples, FL — a la mode, the creator of the market-leading TOTAL family of real estate appraisal products, announced today that Bluebook International will feature their AppraiserBASE™ cost data solution as a participating merchant in TOTAL Store and be fully integrated with the TOTAL family of appraisal software.

Available in the second quarter of 2013, the Store will allow any appraiser to securely select from a growing list of third-party and a la mode products designed to extend the feature set of the core TOTAL appraisal programs. The TOTAL family of software products is the dominant appraisal report platform in the industry, used by more than half of all appraisers nationwide.

Bluebook's AppraiserBASE is a leading cost and valuation solution designed for and by real estate appraisers. Backed by recognized industry professionals, AppraiserBASE does the intricate math and individual line item depreciation for the user, producing detailed breakout reports which support each of the calculations that produce the cost approach and cost to cure. Since AppraiserBASE is integrated with TOTAL 2013 via TOTAL Store's Application Programming Interface (API), appraisers can develop their reports without retyping property data back into AppraiserBASE, eliminating keystrokes and potential mistakes.

John Farley, President of a la mode's Appraisal Division, welcomes Bluebook International to the long list of TOTAL Store Merchants. "We've been fans of Bluebook for a long time and are excited to finally integrate with them via the TOTAL Store. Using the standard TOTAL Store APIs and agreements has enabled all of us to shift our creativity toward new product and marketing ideas instead of custom development and deal negotiations," Farley said.

Mark Josipovich, President and CEO of Bluebook, said, "We recognize the important leadership role that a la mode plays in the appraisal and related markets. We are excited to join together the industry's leading products. The combination of Bluebook's AppraiserBASE and a la mode's TOTAL Store platform is exciting and represents the future of the appraisal industry."

The TOTAL Store, and the associated integration APIs, allow third-party vendors to seamlessly integrate into the underlying TOTAL product architecture for a superior customer experience, all while avoiding the delays of traditional integration deal negotiations. TOTAL products are used by more of the nation's real estate appraisers than all other competing software applications combined, so inclusion in the TOTAL Store is essential to reaching the vast majority of real estate appraisers. For more information, visit www.alamode.com/TOTALStore.

About a la mode

Celebrating 27 years as a mission-critical workflow technology leader in the real estate and mortgage industries, a la mode's products are used by hundreds of thousands of appraisers, salespeople, inspectors, and lending professionals to power more than 50% of all residential real estate transactions in the US each year. a la mode's flagship product for the lending industry is its Mercury Network, the nation's premiere valuation Vendor Management Platform with over 20,000 transactions a day. In the appraisal sector, its TOTAL desktop software line is dominant, used by more appraisers than all other brands combined. And in the agent market, a la mode's Broker Reciprocity and Analytics products enjoy top-tier direct access to MLS listings and sales data via integration contracts with local boards serving more than 500,000 licensed salespeople nationwide.

a la mode is headquartered in Naples, FL, with additional offices and approximately 200 employees located in Oklahoma City, Salt Lake City, and Washington, DC. For more information about the company, visit www.alamode.com.

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Chief Marketing Officer

a la mode, inc.

About Bluebook International

Bluebook International, Inc. provides accurate, "on demand" residential replacement cost, repair costs, rental data, depreciation, risk analytic solutions and other essential property value information reports for nearly 91% of the nation's single family residences. Bluebook's proven best execution solutions provide critical valuation, underwriting and cost data that reduce average loan loss severities, address property repair and rehabilitation needs, provide proven analytic approaches to determine the appropriate disposition strategy for individual properties, whether sale "as is," "as repaired," rental or in certain instances, demolition. Bluebook's array of standards and solutions deliver, audit and validate input at the point of entry thus mitigate risks, reduce cycle time and enhance productivity for the residential real estate markets, property and casualty insurance industry and the banking, lending and servicing markets. Bluebook's information and services are utilized by leading insurance, government, mortgage banking and many of the most respected providers in the residential real estate services industry.

Safe Harbor Statement

This newsletter/release may include forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended, with respect to achieving corporate objectives, developing additional project interests, the company's analysis of opportunities in the acquisition and development of various project interests and certain other matters. These statements are also made under the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995 and involve risks and uncertainties which could cause actual results to differ materially from those in the forward-looking statements contained herein. This release includes statements that may constitute forward-looking statements pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995, or by the Securities and Exchange Commission in its rules, regulations and releases. These forward-looking statements are subject to risks, uncertainties, and other factors, some of which are beyond the control of Bluebook, are difficult to predict and could cause actual results to differ materially from those expressed above.

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