



KEYSTONE ASSET MANAGEMENT CONTINUES ITS GROWTH AND STRATEGIC DEVELOPMENT

FOR IMMEDIATE RELEASE

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COLMAR, PA (June 1, 2010) – Keystone Asset Management Inc. has relocated to a new corporate facility and is launching a brand new image campaign as part of its growth and strategic development. As a national provider of REO Outsourcing, Default Management and Property Valuation Services, the company affirmed their commitment to the default industry by purchasing a new office building aimed at increasing workplace efficiencies and featuring client-based processing stations.

“We’re pleased to have completed the renovation of our new corporate building,” said Nick Salamone, President of Keystone. “We’ve designed the space to allow us to work more efficiently together and to include state-of-the-art technology for our clients. We also wanted to make sure we were in keeping with “green” standards, so the building is in the official process of becoming LEED certified (Leadership in Energy and Environmental Design). We are proud to be a contributor of “building green” in the business environment.”

Changing the company’s image also reflects a whole new look and direction for the organization. “The change comes about as we reach our 15th year in the REO marketplace,” said Jane Hennessy, Executive Vice President of Keystone. “We’re in the midst of a changing market and we’ve updated our own business environment to adapt to these changes. Along with our new building and corporate strategy, we’ve recreated our logo design with updated colors and a whole new advertising campaign. The design change will also be reflected in our website technology that includes a new site layout and functionality. This will allow our brokers, agents and other partners greater ease-of-use when working on our site.”

To kick off some of the new changes, Keystone recently held its 3rd national training program in April in Palm Desert, California. The newly revamped program was co-hosted by RealtyTrac and Hudson & Marshall and was the largest Keystone training event to date, attended by 300 brokers and agents from around the country. This program was the first of many transformations for Keystone as it continues its strategic development for the REO marketplace.

Keystone Asset Management is nationally recognized for providing superior client-driven services for the default industry. Its success stems from continued investment in professional staff, advanced technology and strategic partnerships.

For more information, visit the Keystone Asset Management website at www.keystonebest.com or call (215) 855-3350 ext. 114.

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