



## Liquid Advance appoints LAPS-IT

London, England. March 15<sup>th</sup> 2010

**LAPS-IT, a leading U.K. provider of fully integrated lead and loan management software to the PayDay lending industry is delighted to announce its appointment by Liquid Advance.**

**Under the terms of the appointment LAPS-IT will provide Liquid Advance with a full end-to-end on-line lending solution including website, lead management, loan processing and collections package. The hosted system will be operated through Liquid's call centre operation in London. This news follows the announcement by LAPS that the company had recently completed integration with Teletrack UK Ltd., the largest credit reference agency in the UK specialising in risk management solutions for short-term and non-traditional lenders.**

Commenting on the news a spokesperson for Liquid Advance said, "with many years experience in the U.S. PayDay market, our team came to the U.K. knowing exactly what was required to run our lending business and after thorough investigation of the other options available we chose LAPS-IT. In our view LAPS offered a comprehensive end-to-end solution coupled with intuitive functionality and a 'can do' attitude by the company's management team. Lower set up costs was one of the considerations when deciding on LAPS. We are delighted with the results so far"

David Wylie, Sales & Marketing Director at LAPS-IT added, "We have spent the best part of two years developing this product within a live PayDay lending environment with the aim of becoming the software of choice for companies seeking the very best PayDay Lead & Loan Management system. Judging by the successes we are enjoying in securing new contracts, we are confident that we are on track to achieve that aim. We hope to be making further announcements in this regard over the coming weeks"

### **About Liquid Advance**

Liquid advance provides short term PayDay loans to consumers in the U.K of between £100 and £750 and is operated by a team with many years experience in the PayDay market in North America.

See [www.liquidadvance.com](http://www.liquidadvance.com)

### **About LAPS-IT**

Development of the LAPS PayDay LMS began in 2008 and was launched in the second half of 2009. Unlike most other LMS providers in the UK, LAPS was designed exclusively with the online PayDay lending market in mind, without compromise. Although we believe we have the best product currently available, we continue to develop enhancements so that our clients can be confident of remaining ahead of the technology game. LAPS is used by customers both here in the UK and also Australia, and we are regularly handling implementations and enquiries from U.S. lenders aiming to enter those markets. The LAPS product is offered in addition to optional call centre and project management resources available by negotiation. Our offices are located within the landmark IBM HQ building at North Harbour, Portsmouth. See [www.laps-it.com](http://www.laps-it.com)

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