



PRESS RELEASE

InterFirst Chooses eePulse, Inc. To Improve Customer Satisfaction

ANN ARBOR, Mich. – February 25, 2002 – eePulse Inc., www.eepulse.com, a technology and management research company, announced today their affiliation with InterFirst Wholesale Mortgage Lending, a division of ABN AMRO Mortgage Group, Inc., and the nation's top wholesale lender. InterFirst chose eePulse Inc.'s Measurecom™, a Web-based relationship management tool, to collect accurate data, communicate in real-time with all employees and customers, and increase internal and external customer satisfaction.

In an effort to reach their enterprise-wide, customer satisfaction goals, InterFirst leaders are using the Measurecom tool (measurement + communication) to gain a competitive advantage in the marketplace. On a regular basis, the Measurecom solution will send InterFirst employees and customers specific questions via e-mail to measure workforce issues, satisfaction and productivity ("pulse" levels), and monitor external customer concerns, suggestions and comments in real-time.

"Measurecom is the powerful tool we needed to provide real-time feedback from both our internal staff and external customers," states Bev Wender, InterFirst senior vice president. "We chose eePulse to help us to improve our products and processes and successfully meet our goals. eePulse has an extensive research base on drivers of firm performance, proven technology as well as great service and expertise."

About eePulse, Inc.

eePulse, Inc. provides patent-pending relationship management software using an ASP business model, copyright-protected research that focuses on the drivers of firm performance and weekly support to assure usability and success. Measurecom (measurement + communication), a Web-based tool, is the result of over 16 years of experience and research with high-growth, high-change companies by Theresa Welbourne, Ph.D. An enterprise-wide relationship management tool that tracks within-person change over time, Measurecom predicts employee performance and productivity, or "pulse" levels on a weekly, bi-weekly or monthly basis. eePulse, Inc. provides personalized trend reports, comment data, and a real-time two-way feedback process at both a group and individual level. Headquartered in Ann Arbor, MI, please visit www.eepulse.com or call 734-996-2321 for more information.

About InterFirst Wholesale Mortgage Lending

Headquartered in Ann Arbor, Michigan, InterFirst Wholesale Mortgage Lending is consistently one of the nation's top wholesale and correspondent lenders. From its inception, InterFirst has created and maintained its position as an innovative market leader by responding to the needs of its customers with personalized service, training, and marketing support. InterFirst Wholesale Mortgage Lending is a division of ABN AMRO Mortgage Group, Inc.

About ABN AMRO Mortgage Group, Inc.

ABN AMRO Mortgage Group is the fifth largest loan originator and eighth largest loan service in the United States. ABN AMRO Mortgage Group produces mortgage loans and provides related services through its various divisions including InterFirst Wholesale Mortgage Lending, LaSalle Home Mortgage,

- more -

ABN AMRO Mortgage, ABN AMRO National Lending Center, ABN AMRO Apartment Lending and ABN AMRO Mortgage Capital Markets. ABN AMRO Mortgage Group has more than 2,600 employees located throughout the United States.

About ABN AMRO

ABN AMRO Mortgage Group, Inc. is an indirect subsidiary of Netherlands-based ABN AMRO Bank N.V., one of the world's largest banks with total assets of (EUR) 614.6 billion and a presence in more than 3,500 locations in over 70 countries and territories. ABN AMRO is organized into three autonomous strategic business units responsible for managing wholesale clients, consumer and commercial clients, and private clients and asset management.

In North America, ABN AMRO is headquartered in Chicago and has nearly \$90 billion in assets. Subsidiaries include LaSalle Bank in Chicago, and Standard Federal Bank in Michigan.

###