



**FOR IMMEDIATE RELEASE**

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**Creative Flavor Launches Web Solution for Maxim Financial Lending**

Denver, Colo.—June 17, 2004—Creative Flavor, a full-service interaction architecture and design firm, recently launched the first phase of an interactive web solution for Maxim Financial Lending Inc., viewable at <http://www.maximlendinginc.com>.

In addition to a progressive design, this web site features robust tools to help Maxim's preferred realtors and affiliates market and grow their businesses. For those looking to purchase or refinance a loan, a pre-qualification form can be filled out and automatically submitted to one of Maxim's loan officers.

Three more phases are planned. The completion of each phase will introduce a variety of helpful, custom-developed tools to assist Maxim's customers and partners.

**About Maxim Financial Lending**

Maxim Financial Lending utilizes the most advanced technology in the mortgage banking business. Combined with highly-skilled and experienced support staff, recent advances in technology has allowed Maxim to provide the most superior service in the industry. To learn more, please visit <http://www.maximlendinginc.com> or call 303.991.6701

**About Creative Flavor**

Creative Flavor is a high-end eBusiness services provider specialized in Interaction Architecture. Dedicated to delivering highly-usable, informative products to a diverse group of clients in a number of industries, and providing quality customer service, Creative Flavor has quickly positioned itself as a valuable resource for businesses requiring a one-of-a-kind Internet presence. To learn more, please visit our web site at <http://www.creativeflavor.com>.

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