



ServiceLink unveils new brand

PITTSBURGH – October 2, 2017 – ServiceLink, the premier national provider of transaction services to the mortgage and finance industries, today unveiled its new branding that aligns more closely with its parent company, Fidelity National Financial. Last month, FNF announced the distribution of its equity interest in Black Knight. Due to this restructuring, ServiceLink is no longer a Black Knight company, but remains a member of the FNF family of companies.

This change in branding will not affect the day-to-day operations of ServiceLink with the exception of the logo design, color palette and removal of any reference to Black Knight.

“This new logo ties us more closely with the overall FNF brand while maintaining the recognizable visual elements of our prior logo. Also, our predominantly blue color palette further aligns us with our parent company while still providing us our own company identity,” said Chris Azur, CEO of ServiceLink. “This look allows us to continue to communicate our leading position in the industry – particularly in the areas of technology, innovation and service.”

Additionally, LoanCare, a subsidiary of ServiceLink, is also part of the logo redesign and will continue to remain “LoanCare, a ServiceLink company.”

“ServiceLink and LoanCare customers and clients will see no change in their relationship with our organization,” Azur said. “They will continue to receive the same level of customer service that they have come to know and expect.”

About ServiceLink

ServiceLink is the premier national provider of transaction services to the mortgage and finance industries. ServiceLink delivers valuation, title and closing, and flood services to mortgage originators; end-to-end subservicing to mortgage servicers; and default valuation, integrated default title services, vendor invoicing and claims audit services as well as auction services to mortgage servicers. ServiceLink helps clients in the lending industry and beyond achieve their strategic goals, realize greater efficiencies, and better serve their customers by delivering best-in-class technology, services, and insight with a relentless commitment to upholding the highest standards of quality, compliance, and service. For more information about ServiceLink, please visit <https://www.svclnk.com/>

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