



First American

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RELEASE

**FIRST AMERICAN DATA TREE LLC SECURES
TWO BUSINESS METHOD SEARCH PATENTS**
U.S. Patents #7,877,403 and #7,933,820

SANTA ANA, Calif., May 17, 2011 – First American Data Tree LLC, the nation’s largest provider of digital land records, announced today that the U.S. Patent and Trademark Office has awarded two patents to the company for its business method inventions.

The first invention, U.S. Patent #7,877,403, allows a user searching an electronic real estate database to select from several similar entries suggested by the system by using a specific type of search logic. The second invention, U.S. Patent #7,933,820, involves instantly collecting and validating property data at its source by using a mobile device.

Data Tree’s patents incorporate self-learning search algorithms that expand a database search from a simple word to include word suggestions. For example, “Bill Smith” may be incorrectly entered by a user as “Bill Smittth.” The learning technology adapts rules to generalize the training examples specified by the users and learns the intuitive search knowledge of the users over time. As a result of using this technology, building databases may be performed in a more timely and efficient manner. The other patent awarded accelerates the process for collecting property title and tax data by capturing the information at its source, whether locally or remotely, by a mobile device.

“The unparalleled speed and accuracy with which we can deliver information to our clients allows us to remain a leader in the industry. Our innovations create a more user-friendly experience for our customers,” stated Robert Karraa, president of First American Data Tree. “These inventions give us exclusivity in using faster and more complete data-gathering methods and further secures our competitive advantage.”

About First American Data Tree

First American Data Tree, a member of the First American Financial Corporation (NYSE:FAF) family of companies, is one of the nation’s leading providers of public land records and property data. Data Tree instantly delivers millions of quality images and property reports online, everyday to a variety of industries in need of property information. The company uses state-of-the-art imaging systems and software to meet its customers’ needs for high-speed, reliable property information and database management services. For more information, please visit www.datatree.com.

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About First American

First American Financial Corporation (NYSE: FAF) is a leading provider of title insurance and settlement services to the real estate and mortgage industries, that traces its heritage back to 1889. First American and its affiliated companies also provide title plant management services; title and other real property records and images; valuation products and services; home warranty products; property and casualty insurance; and banking, trust and investment advisory services. With revenues of \$3.9 billion in 2010, the company offers its products and services directly and through its agents and partners in all 50 states and abroad. More information about the company can be found at www.firstam.com.

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