

FOR IMMEDIATE RELEASE

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**AMERITRADE AND FEDERATED REQUEST REEXAMINATION
OF FINANCIAL ACCOUNT PATENT**

Columbia, South Carolina, March 30, 2004 – Affinity Technology Group, Inc. [OTCBB: AFFI] today announced that on March 26, 2004 Ameritrade Holding Corporation and Federated Department Stores, Inc. filed a request for reexamination of U.S. Patent No. 6,105,007 at the U. S. Patent and Trademark Office (PTO) related to the Company’s patent covering the fully automated establishment of financial and credit accounts (U. S. Patent No. 6,105,007). As previously announced, the Company has filed a lawsuit against both Ameritrade and Federated alleging infringement of U.S. Patent No. 6,105,007. The Company has agreed to a request to stay the lawsuit pending the PTO’s decision as to whether to grant the reexamination request. The PTO is required to grant or reject the reexamination request within three months of receiving the request.

In other news, Affinity also announced that the PTO has rejected all claims under the Company’s second loan processing patent (U.S. Patent No. 5,940,811) as part of the PTO’s ongoing reexamination of this patent. The PTO has cited no new grounds for its rejection, and the Company will contest this rejection and continue to vigorously defend this patent.

Joe Boyle, Affinity’s President and Chief Executive Officer, stated, “This is the third time that we have had parties request the reexamination of one of our patents. We have successfully defended our first loan processing patent, U.S. Patent No. 5,870,721 C1, and are continuing to prosecute the reexamination of our second loan processing patent, U.S. Patent No. 5,940,811. We are in the process of evaluating the basis for the request by Ameritrade and Federated for a reexamination of our financial account patent and our options in connection with this development.”

About Affinity Technology Group, Inc.

Through its subsidiary, decisioning.com, Inc., Affinity Technology Group, Inc., owns a portfolio of patents that cover the automated processing and establishment of loans, financial accounts and credit accounts through an applicant-directed remote interface, such as a personal computer or terminal touch screen. Affinity’s patent portfolio includes U. S. Patent No. 5,870,721C1, No. 5,940,811, and No. 6,105,007.

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Forward-looking statements in this news release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. We may lose all or some of the claims covered by our patents, and the PTO may substantially limit the coverage of our patent claims, as a result of efforts by others to challenge our patents. Third parties also may bring additional actions to contest one or more of our patents. In addition, if the U.S. Patent and Trademark Office determines to grant the request by Ameritrade and Federated to reexamine our financial account patent (U.S. Patent No. 6,105,007), it is likely that it will take an extended period of time to complete the reexamination proceeding and the related litigation with Ameritrade and Federated. We cannot assure you that we will have the financial resources necessary to defend ourselves in such a reexamination proceeding and prosecute our related patent lawsuits against Ameritrade and Federated. Investors are cautioned that any forward-looking statements in this news release are subject to these and other risks and uncertainties that may cause actual results to differ materially from those projected.