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Ellipse Inc.

Press Release

Ellipse works with Ancillary Services Management ("ASM") to automate the management and tracking of ancillary service programs.

The Apartment Industry recognizes Ellipse and ASM as innovators in developing applications and programs that solve many of the day-to-day tasks resulting in increased revenues and streamlined processes.

Dallas, TX: Ellipse, a leading provider of integrated technology solutions and Internet marketing services, today announced a partnership with Ancillary Services Management ("ASM"). This partnership is established to develop ASM's next generation application which will enable management companies to finally have a comprehensive solution for overseeing their ancillary programs thus saving time and increasing profits.

Ellipse provides a comprehensive suite of Internet based applications and solutions that are designed to streamline many of the day-to-day tasks involved in operating apartment management companies. When fully deployed, Ellipse provides the infrastructure and network to effortlessly connect entire business enterprises with document hosting solutions, email services, customer relationship tools and structured reporting. ASM is an industry expert that increases profits through organized management and negotiation of ancillary service programs.

Ellipse empowers apartment management companies to exploit the Internet by enabling and providing tools that are designed to increase productivity. Ellipse will develop ASM's application which will enable management companies to manage, track and sort all the necessary data and revenues derived from ancillary programs. This project will feature a rich platform that allows for property management firms to organize, track and sort all ancillary income and data under one umbrella and allow the necessary parties access to it. Businesses will reduce staff time gathering information, avoid

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missed opportunities, avoid corporate brain drain (the loss of valuable information when an employee leaves) and increase profits from ancillary programs with this powerful solution.

According to Andrew Smith, president of ASM, "We chose to work with Ellipse based on their outstanding market position and ability to develop powerful tools to efficiently manage day-to-day tasks. Our combined abilities will allow us to provide a platform that delivers what the industry has needed; an all encompassing solution to track contracts, payments, providers as well as all the information related to ancillary services and the communities they are associated with. In order to stay competitive in today's marketplace management companies must look to amenities and ancillary services (and the additional revenue that can be generated, passed on to the residents, or saved) as a fundamental piece of their overall management strategy. This solution will allow for an effective method to electronically administer and track the ancillary programs without having the complicated logistics or random spreadsheets and or the expense of a huge SharePoint implementation."

Lisa Benson of Ellipse said "At a time when businesses are aggressively looking for ways to maximize their limited resources, derive additional profits and improve operating efficiencies, we expect the competitively distinct solution will be especially attractive."

About ASM: Offers owners, managers and developers preferred access to professional negotiated and managed amenities and ancillary services ranging from telecom to renters insurance, utility metering to vending machines, ATM machines to product rebates and everything between. Founded in 2003 ASM's mission is the help companies Increase Revenues, Improve Efficiencies and Enhance Customer Services; thus allow companies to focus on their core business. Andrew Smith can be reached at 866-934-3108 x 11 or asmith@asmadvantage.com.