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Ellipse Inc.

Press Release

Ellipse takes another step out of the leasing process: E-Signature and document capture of NAA Approved Lease Applications with BlueMoon.

The National Apartment Association recognizes Ellipse with the Seal of Approval to accept electronic signatures through a joint relationship between NAA, Ellipse and BlueMoon.

Dallas, TX: Ellipse, a leading provider of integrated technology solutions and Internet marketing services, today announced a partnership between three groups – Ellipse, BlueMoon and the National Apartment Association (“NAA”). This partnership will allow users of BlueMoon to securely process and accept electronic signatures on NAA approved lease application documents. NAA documents are approved and in use in over 40 states.

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. Ellipse works with its’ clients to provide a contemporary and powerful Internet marketing presence for apartment properties. In addition, 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.

Ellipse empowers apartment management companies to exploit the Internet by enabling and providing tools to facilitate marketing and communications campaigns. Ellipse is now enabling and providing access to the tools needed to electronically execute NAA approved lease applications. This innovative partnership solution features a rich platform that allows leases to be fully executed by a resident over the Internet. Businesses can streamline the leasing process with this powerful solution.

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According to Lisa Benson, president of Ellipse, "We chose to work with BlueMoon based on their outstanding market position and our combined ability to provide a platform that solves for the key issue at hand, to allow for renters to execute a lease application form over the Internet. This is an outstanding and mutually beneficial partnership. This partnership delivers what our clients have asked for, to remove steps in the leasing process and to reduce the administrative work of the people working at the properties. This will allow for an effective method to electronically administer lease applications and to have apartment renters execute documents without having to be in the leasing office, in a completely secure environment."

Our approach will help apartment management companies engage apartment renters without the complicated logistics of staffing and office hours. At a time when businesses are aggressively looking for ways to maximize their limited resources and improve operating efficiencies, we expect the competitively distinct solution will be especially attractive."

About Blue Moon: Blue Moon Software is the exclusive distributor of the official lease forms approved by the Texas Apartment Association (TAA) and the National Apartment Association (NAA) and its state and local Apartment Association affiliates.