

Ellipse Group, Inc. Reaches 300 active Websites in Portfolio.

Dallas, TX, February 5, 2004 - In a tough marketplace with virtually zero applied marketing cost, the Ellipse Group, apartment website developer, reaches out to enough consumers to attain a milestone of 300 multifamily websites.

President Lisa Benson said "Five years ago we started with a single owner with seven small buildings. Today, we assist our clients with fully automated application processing systems through an individual property website. What's truly remarkable is that we do it for an economical cost that allows our clients to sleep at night."

Ellipse Group assists its customers with plug and play technologies, but adds the human factor of service after the sale is complete.

"It took us over four years to reach 200 websites, and we were extremely busy getting to the 300 in just four months. Our goal is to provide the best website for the best price, followed by great training, consistent hosting uptime and great technical support, said Benson."

Benson attributes much of the company's success to one fact, they answer the phone and address customer concerns on the spot as much as possible.

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