

MULTI-HOUSING NEWS 2008

TECHNOLOGY



WINNER

CHOICE AWARDS

Ellipse

CATEGORY: Marketing Websites

What's your technology IQ?

If you think Megabyte is an 'all you can eat' restaurant...

We need to talk.



Ellipse is multifamily's purveyor of advanced content management systems, standardized data platform and automated resident communications.



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For more information, visit www.multi-housingnews.com/productinfo

The Ellipse Web site says "Mark our words, 2008 will be the year of Ellipse!" - and sure enough, we're making it happen. This week alone we received an APEX Award of Excellence for Best Web site, Illustrative Design for Austin City Lights, www.austincitylightsapts.com; we are a 2008 member in the prestigious Inc. 5000 and now have received the Readers's Technology Choice Award from Multi-Housing News. Ellipse appreciates Multi-Housing News including us in this year's survey, but most of all, our admiration goes to our clients. It is their adoption of Ellipse SymphonySM that has made us the best in the industry and supported our torrid growth.

Ok, here is where you hear the orchestra breaking into our acceptance speech...

We also want to give a shout out to the "Sisters in Wilmington, N.C." Melissa Smith of Fogelman Management and Tracy Levesque of GrayCo Management, Inc., for their incredibly successful adoption of our products and services. An extra special thanks to AMLI Residential and its Vice President of marketing Kai Weber for the amazingly successful use of our Relate 24/7SM program for corporate resident communications management. We would hate to be AMLI's competitor in electronic guest card follow-ups! And how about thanking Shelly McDaniel of CWS Apartment homes for allowing Ellipse to create its cutting-edge portfolio Web site presence and Apartment Toolbox content? But mostly, we need to thank "Totally Toni" Blake and Anne Sadovsky for all their professional promotion and being an FOE - text code for a "Friend of Ellipse" - 'cause we love you.