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Ellipse Group, Inc.

# Press Release

## Three cutting edge industry providers team up for Breast Cancer Awareness.

May, 1, 2006 Ellipse Group, Inc., the leading provider for web based services; PropertyBridge, a leader in online payment processing, and ResidentCheck, the foremost provider in resident background checks, rally together for a "Buck Up and Wear It" Breast Cancer Awareness campaign. Capitalizing on last year's successful "MOOORE than just websites" campaign highlighted with the distribution of plush cows, Ellipse Group, Inc. decided to create the "Buck Up and Wear It" as a way to continue the demand for the toy cows while raising money for Breast Cancer Awareness.

Lee O'Conner, Vice President of Ellipse Group, Inc. said, "Last year we gave away over 1200 plush cows and created brand awareness for our company. The demand was hot, the begging and pleading was overwhelming for these toys. We wanted to keep the cows, due to demand, and take advantage of the opportunity to give back to our industry. Last year, one of our employees lost his mother to breast cancer and it is also a concern very close to Kristi Holland, our Vice President of Operations." With the success of the plush cows, Ellipse continued to work on a fund raising idea that would impact the multifamily industry. "By partnering with PropertyBridge and ResidentCheck, we will definitely reach the majority of the women that support the multifamily industry. Each of these providers services our industry in a different way and by supporting each other in this effort we are sure to reach our financial goal," said O'Conner.

PropertyBridge generously provided Ellipse access to their credit card processing system for accepting donations via the web. Like many other others in our industry, PropertyBridge was eager to support these efforts. "Breast cancer is a personal battle as it has affected some of the women in my family. On behalf of the PropertyBridge team, we are pleased to do our small part in the fight against this disease and contribute in the search for a cure," said Jason Gardner, President of PropertyBridge.

Charles Stroud, Vice President of Sales for ResidentCheck said, "ResidentCheck is honored to be involved in an effort to increase awareness and find a cure for breast cancer. So many of our family and multifamily associates have been affected by this horrible disease."

The trio created 5000 pink T-shirts with the slogan "Buck Up and Wear It" embedded within an image of a one dollar bill. With every T-shirt that is worn during an expo show, each company will donate \$1.00. Also, Ellipse bucked up and found 600 cows that are available in exchange for a donation. "We are looking for a minimum donation of \$20 for each cow. We want our cows to bring in \$10,000.00 in addition to the \$15,000.00 that the T-shirts will generate," said O'Conner.

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Ellipse Group, ResidentCheck and PropertyBridge team up for breast cancer awareness.

“There are ample opportunities for us to ask our customers and other industry vendors to share in this battle we face as women and men. The onsite teams are lead by mostly female managers, and in an industry that employs close to 80% women, this is an awareness that we cannot over look,” said O’Conner. The goal for the initiative is a \$30,000.00 contribution to be used to support breast cancer initiatives, research and treatments. The trio will be very visible in various conferences and expositions across the country this year. “By the end of the tradeshow season and the last expo show with Brainstorming West in Las Vegas in November, we are more than confident that our prosperous industry will find this cause something to ‘buck up’ for,” said O’Conner.

About Ellipse Communications, Inc.

ECI provides Internet-based marketing, Website development and Resident Portal services targeting the multifamily industry. An innovator since 1999, our extensive history of providing custom marketing solutions, applied targeting services and unsurpassed customer support, coupled with an integrated platform for property management software, enables us to be the nation’s largest provider of aggregated technology services.

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