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Ellipse  
Communications Inc

# Press Release

Ellipse Communications Inc. acquires resident communication program Relate 24/7<sup>sm</sup>

**Dallas, TX and Albuquerque, NM, December 15, 2005:** Ellipse Communications once again captures a set of intellectual property with the addition of the Relate 24/7<sup>sm</sup> email program. This acquisition allows Ellipse to offer additional resident retention tools to an already unsurpassed Apartment Toolbox<sup>®</sup> system. Relates 24/7<sup>sm</sup> generates automated outbound e-mail messages supporting your proactive resident and prospect communications.

“The Relate 24/7<sup>sm</sup> product acquisition shows our clients that we are continuing to keep our products and service fresh,” said Lisa Benson CEO of Ellipse Group. “Not only will we continue to expand our capabilities with Relate, but also increase our clients ease of use for another vital communication tool. This is a very cool opportunity for everyone involved.”

Relate 24/7<sup>sm</sup> entered the market in September 2004. Josh Bennett, founder, started the company looking to fill a niche in the industry with this email contact program. “With the Ellipse acquisition, my existing clients gain a whole accelerated level of service. said Bennett. “We are extremely proud to be the newest addition to the Ellipse Group product line.”

The Relate 24/7<sup>sm</sup> program is not a broadcast email system but a dedicated program that puts each of your residents in to a personalized resident retention

program or prospective resident marketing campaign. Since the product will now reside on the EllipseNet<sup>sm</sup> data platform, it will easily integrate with property marketing websites and any Property Management Software.

#### About Relate 24/7

Relate 24/7<sup>sm</sup> is a dynamic resident communications program that generates automated outbound email supporting onsite leasing, proactive resident and prospective resident communications. The one of a kind automated email system stays in contact with residents throughout the entire term of the lease.

#### About Ellipse Communications

Ellipse communications 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.