

Contact: Lee O'Conner
Ellipse Communications Inc.
Phone 888 678 2869
Fax 972 479 9115

14800 Quorum Dr. Ste 510
Dallas, TX 75254
Phone 214 237 0199

Ellipse
Communications Inc

Press Release

Ellipse Communications Inc. announces Apartment Toolbox® Platinum, an enterprise resource solution.

Ellipse Communications Inc. extends the ability of the current Apartment Toolbox® for a more robust expandable and client centered product.

Dallas, TX, December 15, 2005: Ellipse Communications Inc. (ECI) once again enters the market place with new technology that is a first for multifamily. The Apartment Toolbox® *Platinum* edition expands the services and functions of the current Apartment Toolbox®. Today, the Apartment Toolbox® functions as an expandable subscription based intranet service focusing on multifamily management functions like reports, calendars and website applications.

Apartment Toolbox®, *Platinum* edition, developed for large property management organizations with a portfolio of 25,000+ active units, consists of a comprehensive set of services that provide timely, relevant property and communications data to all members within a company's hierarchy. "Our new Apartment Toolbox® combines the past years' experience in delivering technical functionality in simplistic form to our property management clients with today's advanced .NET 2.0 application development platforms. This allows us to provide customized content management, tracking of service issues and integration with many of our industry's property management software systems. It is truly business intelligence for multifamily" said Ken Miller, Chief Information Officer of Ellipse Communications Inc.

The Apartment Toolbox® *Platinum* delivers a web-based suite of applications designed to deliver operational and communications efficiencies, cost-saving opportunities and community level recurring

For Release 9 a.m. EDT, December 15, 2005

[more](#)

Page 2 Ellipse Communications Inc. announces Apartment Toolbox Platinum an enterprise resource solutions.

income. “With multiple implementation capabilities, our *Platinum* Toolbox® allows for a full suite of products for your property management organization; either installed as individual applications tailored to meet your specific needs, within your organization in an external call center environment, said Miller. “ECI combined its knowledge of the property management industry with the latest applications programming from Microsoft .NET to deliver a robust, scalable, and fully-functional web-based product,” said Miller.

Lisa Benson, CEO and President of Ellipse said, “We know that the Platinum version of the toolbox surpasses anything currently on the market. No other company can offer the integration with the property management software products, along with payment processing, deployed with integrated web-services. This system is robust, flexible, scalable, and secure----all the elements you would expect from Ellipse.”

The Apartment Toolbox® *Platinum* provides a combination of essential content management editing tools, coupled with an extensive document management system, which is delivered in a user-friendly web content management application. Based upon security roles and rights, users within the management organization can add, view, change, and delete content from a global, regional, or individual user perspective. Likewise, users external to the corporate office are granted access to manage their own unique content.

About Ellipse Communications Inc.

ECI provides custom websites developed for the multifamily industry since 1999.

#####