

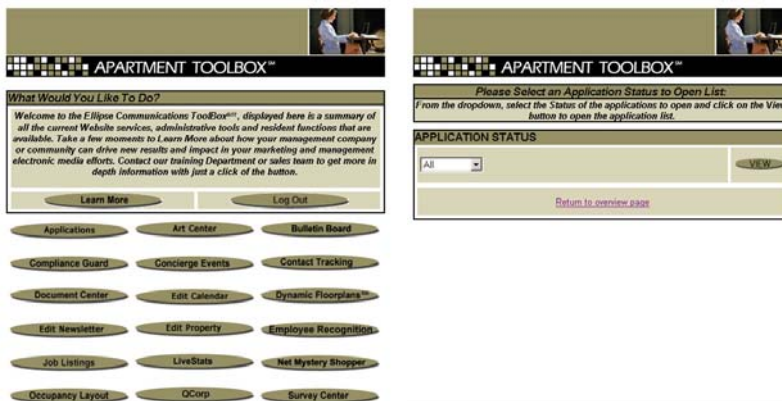
Ellipse Communications, Inc. Introduces the Apartment ToolboxSM Program.

DALLAS, TX, APRIL 30, 2003 - Ellipse Group, Inc., a leading creator of Internet technologies for the multifamily industry, introduces the Apartment ToolboxSM control center. The Apartment ToolboxSM is a simple interactive web-based control center which administers client's interactive website program from a single corporate location. "The product is intended to support our small and midsize management companies, who can't afford to pay for custom integration and development", said Lisa Benson, President of Ellipse Group, and Inc. The Apartment ToolboxSM program enables the client to cost effectively creates an expandable Intranet program that remotely maintains both marketing content of individual community websites or the community profiles within their corporate websites. Viewed as a "site within a site" the on-site or marketing staff can modify the rental rates, floor plan details, resident communications, and even collect an electronic rental application. All functions are pass-code protected with hierarchal management controls that ensure staff security and integrity of the data provided. This program can be easily integrated into current Corporate Website development, or Ellipse can create a customized Corporate Website that supports both the management company profile and community portfolio leasing efforts.

The Apartment ToolboxSM, provides a marketing vehicle for company branding, intra-company operations, portfolio presentation, leasing prospects, and staff operations when combined with a custom website development program. Website programs include feature-rich original graphics, and Macromedia *Flash* presentation; incorporated existing designs of corporate imaging; while integrating today's full service database technology developments.

Key Functions

- Online Applications – Secured through Corporate Site w/ Entrust
- Web Trends – Website Statistical Reporting
- Edit Floor Plans – Real Time Floor Plan Changes
- Art Center – Central Location for Corporate Artwork (Logo act.)
- Edit Newsletter or Bulletin Board
- User Admin – Hierarchal User Admin tool



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