



Ellipse Group, Inc.

Click to Increase Communication

Announcing the strategic partnership between The Ellipse Group Inc. and ProVista Solutions Inc.

Dallas, TX November 11, 2007 -- Ellipse Group Inc., a leading provider of web based business development tools for the Multifamily industry, announces the availability of ProVista Solutions Inc. Click to Chat and Click to Call contact center solutions as an addition to any clients existing web presence. The contact center solutions are the latest in online communications, presenting your online traffic a way to interact with a live person via your web page, helping to bridge the gap between online viewers and onsite staff.

ProVista's live Click to Chat and Click to Call features add new robust capabilities to the comprehensive business development platform presented by The Ellipse Group Inc. Since 1999, Ellipse moved seamlessly from offering the most basic of online marketing tools to providing the most advanced voice and data interaction and integration available. The interaction allows any web visitor a direct connection with onsite staff with the simple click of a button, while the integration supplies onsite staff insight into the context, nature and history of lead and resident inquiries.

“As an industry our focus has been on answering the phone to capture the lead. Now we need to turn our attention on our websites to capture leads. With click to chat, we are able to capture the lead while the prospect is visiting our site as well as communicate with our target audience in real time fashion. Click to chat indicate a true shift in the industry towards taking advantage of our internet and technology tools for better customer service and more ROI on our internet marketing,” said Lee O’Conner, COO of the Ellipse Group Inc.

The new tools allow onsite teams the ability to manage phone calls with the same ease, efficiency and cost effectiveness as other web based interactions. When a visitor requests a call or a chat session they are connected within minutes to the onsite staff. This feature will certainly increase internet lead follow up and provides a maximized return on investment. While the ProVista contact center solutions can be useful to any web based business development strategy, Ellipse gives the Click to chat and call features a home in the Multifamily industry.

“We think the convergence of web based tools and telecom pose a new generation with a greater opportunity for lease up in the Multifamily industry. Our partnership with Ellipse proves the necessity of these two marketing strategies,” said Boyer Taylor of ProVista solutions about the partnership.

Ellipse makes it easier than ever to increase your marketing success, for more information on this and other outstanding products offered by the Ellipse Group inc., contact your representative at www.ellipseinc.com.