

LeaseLabs™ Signs Major San Diego Management Company as its Launch Customer

LeaseLabs™ is pleased to announce its new partnership with one of San Diego's leading property management companies, Sunrise Management. Sunrise Management has chosen LeaseLabs' suite of property marketing tools to promote 10 properties. LeaseLabs™ provides inexpensive, attractive, and effective property websites, lead generation and management tools, and customized print products.

San Diego, CA - January 8, 2009 – LeaseLabs™ has partnered with Sunrise Management to provide its suite of innovative marketing tools that will effectively and affordably promote Sunrise Management's communities.

LeaseLabs™ recognizes the need to reduce costs and increase the effectiveness of marketing in the current economy. LeaseLabs™ suite of web-based tools affordably and effectively promotes apartment communities and vacancies. LeaseLabs™ will provide Sunrise Management with lead generation and management tools, and customizable print products. Despite being inexpensive, product quality is top-notch.

“Sunrise Management is participating in initial testing and product development for LeaseLabs™ innovative software suite” explains Dana Zeff of LeaseLabs™. “We are proud to partner with such a well-respected company in the multi-family housing industry, and look forward to launching LeaseLabs™ nationally this Spring.”

“We are excited to be among the first to sign up with LeaseLabs™,” said Tina West, Managing Partner at Sunrise Management. “Their customized print products look great, and the properties will love them. LeaseLabs™ suite of products fits perfectly with Sunrise's commitment to offering affordable and effective marketing tools to our property owners. It is perfect complement to the efforts of our Marketing Director, Jenny Magallanes, and to the effectiveness of our Internal Service Initiatives.”

Sunrise Management (www.sunrisemgmt.com) has 30+ years of broad-based property consulting skills and manages over 9,000 apartments and residential units. Their mission is to provide their residents with a positive living experience in an environment they can be proud to call home.

LeaseLabs™ (www.lease labs.com), based in San Diego, CA, is a small and agile company filling a much-needed niche in the multi-family housing industry: providing inexpensive and effective marketing tools that don't look cheap.

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