



Converting Prospects to Purchasers

For Immediate Release:

ST Residential Selects Lasso Enterprise CRM for Marketing & Sales of Condo Projects Across USA

ST combines world-class design, unique amenities and a dedication to service across luxury development portfolio

Vancouver, Canada - (September 14, 2010) – Lasso Data Systems, a leading provider of CRM software solutions for the residential new-home industry, has been selected as Chicago-based ST Residential’s Enterprise CRM sales and marketing software to manage prospect and purchaser information for marketing, sales and inventory management across its portfolio of condominium assets throughout the United States.

“We use technology to strategically serve our customers and, after careful consideration of competitive products, Lasso stood out as the best CRM solution for our corporate needs,” stated Jonathan Pertchik, Chief Operating Officer of ST Residential. “Lasso is proven to have deep functionality for residential marketing & sales, is easy-to-use and provides our sales teams with the traffic, sales and financial information they need in real-time, anywhere,” added Pertchik.

“We are extremely proud to be selected to provide our CRM software services to ST Residential, a dynamic innovative company with an extraordinary portfolio of luxury developments geographically disbursed across the country.” stated Dave Clements, CEO, Lasso Data Systems. “We look forward to serving the ST Residential team and their partners today and for years to come,” added Clements.

About ST Residential:

ST Residential leads a public-private partnership between the FDIC and a consortium of esteemed private-equity investors that manages Corus Bank N.A.’s nationwide condominium-construction project portfolio. Other members of the consortium include Starwood Capital, TPG, Perry Capital and WLR LeFrak. By managing its portfolio with an unmatched level of detail and tailoring projects to the communities they serve, the company strives to be the standard bearer for luxury condominium projects. For more information, visit www.stresidential.com.

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative “on-demand” CRM home builder software for builders and developers. Lasso, deployed on over 1,200 projects globally, equips real estate developers, builders and sales agencies to convert prospects to purchasers and to sell their developments faster and easier. The company’s software manages potential homebuyers online from interest list to occupancy including marketing, sales, inventory and contract management. Lasso works equally well for diverse developments from urban high-rise to suburban townhomes, single and master planned communities, golf, mountain and ocean resorts and condo-hotels. Lasso is designed for ease of use, rapid deployment and pay by usage, project by project to maximize each client’s ROI and reduce their technology and financial risk. Lasso is a privately held company headquartered in Vancouver, BC, Canada. www.lassodatasytems.com

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