



Converting Prospects to Purchasers

For Immediate Release:

SalesMark, New Home Sales Division of The Bozzuto Group, selects Lasso Enterprise CRM Homebuilder Software

Award-winning Baltimore based builder Bozzuto Group views CRM as core to marketing & sales

Vancouver, Canada - (October 04, 2010) – SalesMark, backed by the award-winning and highly-respected home builder The Bozzuto Group, considers CRM technology core to their customer relationship and business growth strategy. Lasso Enterprise CRM, custom-built for new residential home builders, was a natural fit for their marketing and sales requirements. Initially, four residential projects will use Lasso – **Bozzuto Maple Lawn**, in Fulton, **Shipley's Grant**, in Elliott, **The Addison**, in Capital Heights, and **Woodbrook on Charles**, in Baltimore.

“Lasso CRM software supports SalesMark’s commitment to provide our people with the tools for success to capture every lead and to guide our selling activities, processes and our communications with prospective homebuyers as they progress through the buying cycle,” stated Pam Meding, President, SalesMark. “We want to thoroughly and professionally serve every home buying prospect and purchaser – Lasso has a proven track record and will help us do this across our growing portfolio of projects,” added Meding.

“We are honored to provide our enterprise CRM software services to SalesMark and The Bozzuto Group, both organizations that are highly focused on leadership in innovation, quality and customer satisfaction,” stated Dave Clements, CEO, Lasso Data Systems.

About SalesMark:

Based in Greenbelt, MD, SalesMark is a new home sales and marketing firm specializing in urban and suburban residential properties throughout the Mid-Atlantic region. SalesMark provides builders and developers with expert planning services, a top-notch sales force, cutting-edge marketing and a dedicated training program to sell an array of products including multifamily and single family homes, mixed-use developments, affordable housing and active adult communities. SalesMark is a subsidiary of The Bozzuto Group, one of the Washington D.C. area's largest private companies and one of the nation's top 15 multifamily developers. For more information, please visit www.salesmarknewhomes.com.

About The Bozzuto Group

Headquartered in Greenbelt, MD, The Bozzuto Group consists of six integrated companies - Acquisitions, Construction, Development, Homebuilding, Land Development and Property Management - that together provide a broad range of real estate services, which are also available for third-party clients. The company is committed to providing quality housing for all, from luxury homes and apartments to affordable housing solutions. Since 1988, the company has developed, acquired and built more than 31,000 homes and apartments. Throughout The Bozzuto Group’s 21-year history, the firm and its principals have been honored with numerous regional and national awards and honors. For more information, please visit www.bozzuto.com.

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative “on-demand” 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.lassodataseystems.com

Contacts:

Dave Clements, CEO
Lasso Data Systems Inc.
dclements@lassodataseystems.com
1.866.526.9955 Ext: 8565

Angela McKay, Marketing Director
Lasso Data Systems Inc.
amckay@lassodataseystems.com
1.866.526.9955 Ext: 8557