



FOR IMMEDIATE RELEASE:

Sierra Utility Billing Services to attend the 2008 Texas Apartment Association Lone Star Expo
Austin, TX, April 22, 2008 – Sierra Utility Billing Services announced that it will be at the 2008 Texas Apartment Association Lone Star Expo show on April 24th-25th to demonstrate Sierra's Utility Management program iLink and discuss how its newest services can improve NOI and Resident focus for its Clients.

The Texas Apartment Association is running their annual Lone Star Expo at the Gaylord Texan Resort and Convention Center at 1501 Gaylord Trl Grapevine, TX 76051 from April 24th-25th. Sierra will be at Booth #733 represented by Cary Frieden, CEO, Neal Taylor, EVP, and a team of their National Account Executives.

Please come visit us at our booth! We have delivered terrific results to our Clients with our Utility Management program iLink and have rolled out several new services including: stand-alone Vacancy Capture™ and Enhanced EDI capabilities with property management software including Yardi, E-site, MRI, Onsite, and more.

"It is very exciting to see the bottom line improvements that Sierra's services are delivering to our Multi-Family Clients," said Cary Frieden. "We have our Utility management program titled iLink that is installed at the property level and the property can process move-ins, move-outs, generate final bills, eviction notices, and review and approve a pre-bill to their residents without even opening up an internet browser. With just a short 20 minutes training session you understand thoroughly how iLink works because it's that easy!" "We also have a revolutionary stand-alone product that recaptures utility usage in vacant units and then bills the residents, and increases the properties' NOI by as much as \$13,000 per year. Sierra's stand-alone Vacancy Capture service provides most of the expense reductions available from more intrusive and complicated services, without requiring utility bill payment outsourcing or the troublesome process of changing addresses on hundreds of utility bills per property. We are also able to offer seamless integration between our proprietary billing platform with all major property management programs, further reducing management time and hassles for our Clients and increasing the quality and timeliness of their billing and utility management programs."

About Sierra:

Headquartered in Austin, Texas, Sierra Utility Billing Service has grown from 15th to 8th largest U.S. Multi-family billing & utility management company in 24 months and is accelerating. Sierra deploys a strong team, dedicated to delivering maximum NOI and real estate asset value at lowest cost with least hassle. Innovation and automation deliver a robust and growing product line, configured for each Community. Our solutions maximize and future-proof NOI and asset value. Bills are on time and errors are a rarity. Your team and ours spend minimal time doing rework or managing complaints.

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