



**FOR IMMEDIATE RELEASE:**

**Jacqueline Lee joins Sierra as Director of Operations**

**Austin, TX, May 15th, 2008** – Sierra Utility Billing Services today announced that Jacqueline Lee has joined the company as Director of Operations.

Jacqueline Lee joins Sierra directly from engagements with *ista* North America where she has consistently demonstrated effective operational leadership for the multi-family billing and utility management industry. In 2004 and 2005, Jacqueline led the development and implementation of a cross-functional service development process which integrated IT, Operations, and Business Development to produce record-setting levels of new sales and implementation for the industry. More recently, with her Six Sigma Black Belt certification, Jacqueline served as IT Project Manager improving service and system performance for both Clients and Operations teams. Lee has a broad operations management and process improvement background including utilities and the multi-family housing industry.

“Wherever Jacqueline Lee has led, Client satisfaction has been significantly improved through her operational innovation and leadership,” said Cary Frieden, Sierra’s Co-founder and CEO. “Sierra’s team, technology, and proven ability to deliver our services across the country, combined with Jacqueline’s leadership and extensive knowledge in process and organizational development will help us continue our march toward industry leadership. We are rapidly advancing toward being one of the top five largest utility billing companies in the U.S. due to fundamental advantages in Client Service and operational quality and efficiencies. Jacqueline will help us maintain our momentum as we pass higher milestones along the way to industry leadership.”

“It is very exciting to join the Sierra Team at this great time,” said Jacqueline. “Sierra is an almost unbeatable competitor from my past positions. Now that I have had the opportunity to see Sierra’s talent and technological capabilities from the inside, the reasons for that are clear. The levels of productivity and quality that Sierra’s team delivers to its clients every month are substantially higher than the industry average. This creates an extremely solid and scalable foundation from which we can accelerate Sierra’s growth and innovations aimed at achieving our Mission: To Maximize NOI and real estate asset value at the lowest cost . . . with the least hassle. It will be an exciting journey for us and our Clients.

***About Sierra:***

*Headquartered in Austin, Texas, Sierra Utility Billing Service is rapidly moving toward being one of the largest U.S. Multi-family billing & utility management companies.. Sierra deploys a strong team, dedicated to delivering “Maximum NOI and real estate asset value at the 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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