



**FOR IMMEDIATE RELEASE:**

**Austin Texas, June 24, 2008: Sierra Utility Billing Services Attracts Top Industry Executives and Brings Expanded Team to the 2008 National Apartment Association Education Conference in Orlando, Florida.** Sierra today announced that it has attracted four top industry executives in response to growing demand.

Sierra will be at Booth #1629 represented by Cary Frieden, CEO, Neal Taylor, EVP, Jacqueline Lee, Director of Operations, three founding National Sales Executives—Alvin Frieden, Kim Rudy/MacInnes, and Larry Frieden, plus John Gosslee (formerly Ista) and Richard Ley (formerly Alliance Data), who have recently joined the Sierra Team as National Account Executives.

“We consider it a great compliment and testament to the quality of our services and performance that these proven industry leaders would join our Team” said Cary Frieden, Sierra’s President and CEO. “Sierra’s Team, technology, and proven ability to deliver our services across the country, combined with these new industry leaders in operations, Client service, business development, and consultative sales with their proven know-how and extensive Multi-Family Industry relationships, will super-charge our march toward industry leadership.”

“Come by the booth, or give us a call to set up an appointment to discuss Sierra’s NOI Enhancement Program and how it can be applied to your portfolio or your community to increase your NOI and real estate asset value,” said Neal Taylor, EVP Sales and Business Development. “We can design a program that will significantly increase your NOI and reduce the hassles and costs involved in your current utility program. Then we will continue to increase our positive contributions to your Company over time. With the unique capabilities and quality of service that Sierra has developed over the last decade, combined with our well-rounded Team of proven industry leaders, you owe it to yourself and your Company to spend some time with us to develop a better solution.”

**About Sierra:**

*Headquartered in Austin, Texas, Sierra Utility Billing Service is one of the largest and most successful 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 the 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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