



FOR IMMEDIATE RELEASE:

Richard Ley Joins Sierra Billing Services as National Account Executive

Austin, TX, June 17, 2008 – Sierra Utility Billing Services today announced that Richard Ley has joined the company as National Account Executive

Richard Ley joins Sierra directly from his long-standing engagement with Alliance Data Multifamily Services. Richard brings with him 17 years of energy management and utility submetering experience. He has consistently demonstrated effective leadership for the multi-family billing and utility management industry. Richard is knowledgeable in all areas of utility billing, management and equipment, with particular focus on Florida and Southeastern U.S.

Richard has worked on the education program for the National Apartment Association and is an active member of many local apartment and condominium associations. "Wherever Richard Ley has worked, he has developed a loyal following of satisfied Clients-- he treats his customers like family" said Cary Frieden, Sierra's President and CEO. "Sierra's team, technology, and proven ability to deliver our services across the country, combined with Richard's leadership and extensive multi-family Industry relationships, will help us continue our march toward industry leadership."

"It is very exciting to join the Sierra team at this opportune time," said Richard. "Sierra has grown largely by word-of-mouth from satisfied Clients. To be the newest National Account Executive added as part of Sierra's National Expansion Program is a great opportunity. The levels of productivity and quality the Sierra Team achieves every month are substantially higher than the industry averages. And, the amount of labor expended by our Clients to manage their programs is much lower with Sierra. It will be a pleasure to introduce Sierra to more multi-family companies in order to deliver on the Sierra promise: "Maximum NOI and Real Estate Asset Value at the Lowest Cost. . .with the Least Hassle."

About Sierra:

Headquartered in Austin, Texas, Sierra Utility Billing Service is rapidly moving toward being 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 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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