



FOR IMMEDIATE RELEASE

Media Contact: Nichole Bigley
MaxLeases
678.421.3494 (direct)
nbigley@consumersource.com

MAXLEASES UNVEILS 2.0 VERSION

–New features, layout and navigation brings multifamily lead tracking and management solution to the next level–

ATLANTA (March 12, 2008) – MaxLeases, a Web-based [lead tracking](#) and management solution for the multifamily industry, announced that its 2.0 version is now available for leasing agents.

“We are dedicated towards continuously improving our solution and empowering agents to turn leads into leases,” said John DeLatte, vice president, MaxLeases. “The new dashboard and additional indepth organization and reporting tools provided by MaxLeases 2.0 give superior user experiences and results.”

DeLatte identified three key MaxLeases enhancements:

- New layout with four dashboard tabs – To Do; Active Leads; Calendar; and Analytics & Reporting – helps leasing offices navigate through priorities and leads.
- Full calendaring options allow agents to link follow-up activities to leads in the system, set important reminders and view activities in a daily, weekly or monthly format.
- Both community and agent performance may now be viewed for offices that oversee a portfolio of properties.

###

About MaxLeases

MaxLeases was launched in 2006 by Consumer Source Inc to automate and manage the [lead-to-lease conversion](#) process at apartment communities. In conjunction with CallSource, MaxLeases leverages over 50 years of combined experience to provide a solution that enables property owners to maximize advertising yield, ultimately guiding ROI. The solution is currently available for multifamily rental unit properties and is competitively priced to other Web-based, lead management and tracking applications. For more information visit www.maxleases.com or call 888.668.7856.

About PRIMEDIA Inc.

PRIMEDIA Inc., through its Consumer Source operations, is an integrated media business that provides advertising supported print and online consumer guides for the apartment and new home industries. Consumer Source publishes and distributes more than 38 million guides – such as Apartment Guide and New Home Guide – to approximately 60,000 U.S. locations each year through its proprietary distribution network, DistribuTech. The company also distributes category-specific content on its leading Web sites, including ApartmentGuide.com, NewHomeGuide.com and Rentals.com, a comprehensive single unit real estate rental site. For more information, visit www.primedia.com.