



FOR IMMEDIATE RELEASE
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Media Contacts:

Nichole Bigley
MaxLeases
678.421.3494 (direct)
404.395.8810 (cell)
nbigley@consumersource.com

Mary Ann Fitzhugh
CallSource
888.218.0640 (direct)
mfitzhugh@callsource.com

MAXLEASES & CALLSOURCE® TO PROVIDE WEB-BASED LEAD MANAGEMENT SOLUTION TO LEASING PROPERTIES

–Advanced capability system eliminates lead leakage–

LAS VEGAS (June 28, 2007) – Today at NAA 2007, MaxLeases, a product of Consumer Source Inc., a wholly-owned subsidiary of PRIMEDIA Inc. (NYSE), and CallSource announced a strategic alliance to deliver an easy-to-use, advanced lead management solution for multifamily property management. As part of this alliance, CallSource will integrate CallTrack®, the industry’s leading call tracking, recording and performance management solution into MaxLeases. The product will allow property managers to capture, track and report leads from all sources, including telephone, e-mail and walk-in.

MaxLeases automatically captures the source of all leads, as well as prospect contact information, placing leads into a sales workflow. With traditional guest cards and management systems, manual entry – and re-entry – of prospect information can be a time consuming and error prone task. Built specifically for multifamily property managers, MaxLeases provides accurate analytical data so that companies can measure and adapt advertising venue results and better understand how individual leasing agents are performing.

“From the moment a potential renter contacts us from any one of our ad venues, we can maintain and track the status of that lead, ensuring that every sales opportunity is accounted for,” said Max Gefter, marketing director, HSL Properties. “Since using MaxLeases, we’ve been able to accurately identify which marketing, sales and advertising venues have been the best investment, in turn, increasing our overall profit.”

“CallSource is the power behind the screen,” said John DeLatte, general manager, MaxLeases. “Together, we’ve blended advanced technology with a simple application to increase efficiency at the property level. We then added personal and customized support consultants to help properties adopt the solution and make it part of their everyday work life.”

“We fully agree. It takes more than smart technology to improve performance,” said Jerry Feldman, CallSource CEO. “Property Managers need to embrace improved processes and training opportunities that help them get much more from their existing resources. And, it’s important that as management companies consider bringing technology onboard, they look for suppliers, like CallSource and MaxLeases, who can also provide the expertise and training services to help them realize actual improvements to the bottom line.”

Benefits of MaxLeases:

- Receive real-time notifications of leads on desktop
- Automatically capture ad source and prospect information on every lead
- Turn more leads into leases with simple follow-up tools
- Track, employee, property and overall business effectiveness
- Centralize all leads to one location for easy management
- Create lead accountability
- Transfer leads to other properties
- Access property dashboards that provide status reports
- Identify the best performing ad venues and maximize your advertising dollars

Pricing & Availability

MaxLeases and CallSource LeadManagersm are currently available for multifamily rental unit properties and are competitively priced to other Web-based, lead management and tracking applications. For more information visit www.maxleases.com or call 888.668.7856.

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About MaxLeases

MaxLeases is a Web-based lead tracking and management solution for the multifamily industry. MaxLeases was launched in 2006 to automate and manage the lead handling 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. MaxLeases provides the insight needed to work smart and manage resources efficiently.

About PRIMEDIA

PRIMEDIA Inc. is the parent company of Consumer Source Inc., the #1 publisher and distributor of free consumer guides in the U.S. with *Apartment Guide*, *Auto Guide*, and *New Home Guide*, distributing free consumer publications in more than 60,000 locations through its proprietary distribution network, DistribuTech. Consumer Source owns and operates leading Web sites including ApartmentGuide.com, AutoGuide.com, NewHomeGuide.com; and America’s largest online single unit rental property business, comprised of RentClicks.com, RentalHouses.com, HomeRentalAds.com and Rentals.com.

About CallSource

Based in Westlake Village, Calif., privately-held CallSource has provided online call tracking, recording and performance management solutions for a wide range of industries including multifamily, automotive, media, advertising and financial services since 1994. Tracking nearly 200,000 advertisements and six million phone calls every month, CallSource offers innovative products, performance analysis services and expert training to help improve an organization’s marketing and call-handling effectiveness.