

RealPage Goes Virtual to Support Multifamily Executive On-Demand Conference

Sponsorship of Multifamily Live! 2011's Rental Rocket Promotes Online Sessions From Industry Leaders

CARROLLTON, Texas, June 9, 2011 (GLOBE NEWSWIRE) -- RealPage, Inc. (Nasdaq:RP) is promoting a unique way of educating the multifamily industry on current trends through its session sponsorship of "Multifamily Live! 2011's Rental Rocket," a virtual conference from Multifamily Executive Magazine. The on-demand conference is available through November 9 at <http://www.multifamilylive.com/> and features a variety of educational sessions from leading industry experts.

"Multifamily Live! is an innovative way to provide the rental housing industry exposure to relevant, educational information," said Andrea Massey, senior vice president of marketing at RealPage. "RealPage is continually interested in promoting best practices throughout the industry, and we're pleased to support Multifamily Executive in presenting this year's virtual conference."

RealPage is sponsoring the mobile media session entitled "You're Mobile, Now What? How to Close Leases with Smart Phones, iPads, and Digital Kiosks." The session provides the latest information on how smart phones, iPads and leasing kiosks are adding residents to rent rolls today and what operators need to know in order to plug into this digital stream of on-the-go prospects. It is presented by Steve Taraborelli, vice president and director of sales and marketing at UDR.

RealPage's OpsTechnology™ spend management systems (www.opstechnology.com), which help owners manage and reduce operating expenses, is also sponsoring "A Bean Counter's Paradise: Managing Expenses to Boost Profits." The session examines the tactics employed by three budget-conscious companies that are doing a good job of managing expenses and enjoying outsized gains from multifamily's surging market, which includes apartment firms' revenues that are projected to increase by 5.9 percent according to RealPage's MPF Research division. It is presented by Haendel St. Juste, senior analyst covering the REIT industry at Keefe Bruyette & Woods.

Additional Multifamily Live! sessions highlight rents and revenues, social media, managing people and a panel discussion on maximizing profits and tempering risk.

About RealPage

Located in Carrollton, Texas, a suburb of Dallas, RealPage provides on-demand (also referred to as "Software-as-a-Service" or "SaaS") products and services to apartment communities and single family rentals across the United States. Its six on-demand product lines include OneSite® property management systems that automate the leasing, renting, management, and accounting of conventional, affordable, tax credit, student living, and military housing properties; Level One® and CrossFire® that enable owners to originate, syndicate, manage and capture leads more effectively and at less overall cost; YieldStar® asset optimization systems that enable owners and managers to optimize rents to achieve the overall highest yield, or combination of rent and occupancy, at each property; Velocity™ billing and utility management services that increase collections and reduce delinquencies; LeasingDesk® risk mitigation systems that are designed to reduce a community's exposure to risk and liability; and OpsTechnology® spend management systems that help owners manage and control operating expenses. Supporting this family of SaaS products is a suite of shared cloud services including electronic payments, document management, decision support and learning. Through its Propertyware subsidiary, RealPage also provides software and services to single-family rentals and low density, centrally-managed multifamily housing. For more information, call 1-87-REALPAGE or visit www.realpage.com.

The RealPage, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=8531>

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