



For Immediate Release:

Lasso CRM Real Estate Software Selected by Paramount Homes

Award-winning New Jersey home builder, Paramount Homes, selects Lasso Data Systems marketing & sales system

Vancouver, Canada - (March 24 2010) –Lasso Data Systems has been selected by New Jersey-based new home builder, Paramount Homes as their Customer Relationship Management (CRM) solution for new home developments, including Paramount’s newest project, **Escapes Ocean Breeze**, a 55 plus active adult community in Ocean County, New Jersey.

“Our decision to use Lasso was based on several factors, including Lasso’s solid reputation in the homebuilding industry and their customer service and support,” stated Richard Selikoff, Vice President, Sales and Marketing for Paramount Homes. “Lasso provides the flexibility for us to personalize the application to meet our needs today as well as allowing us to easily upgrade and add on more features & functionality down the road,” added Selikoff.

“We are delighted to add Paramount Homes to our growing list of clients on the U.S. east coast”, stated Dave Clements, CEO of Lasso Data Systems. “We are excited to work with the team at Paramount to provide the CRM infrastructure for managing their relationships with home buyer prospects and purchasers.”

Lasso has introduced more options for homebuilders and developers that accommodate from basic to advanced business needs - Lasso QuickSTART Sales, QuickSTART Sales and Marketing, and Lasso Pro versions. “We have a solution for new home developers and builders whether they have one project or multiple projects across several geographic regions, reported Dave Clements. “We are receiving strong response from the marketplace. Our goal is to deliver great value, make decision-making easy and offer a setup process so clients start getting the benefits of using Lasso in days rather than weeks or months”, added Clements.

About Paramount Homes:

At Paramount Homes, excellence means more than quality construction. It begins in the planning stages, when we select properties that define excellence with their value, conveniences and natural beauty. We build on these qualities by planning communities that preserve and enhance the natural assets of the environment. Because we believe that "Better Design is Paramount," we offer extraordinary designs that reflect your personality and enrich your lifestyle. Our homes combine formal and casual elements, intuitive features and inspired amenities-all coming together to perfectly serve your needs. From designs that accommodate multiple generations to our Paramount Possibilities program for personalization, freedom of choice is built into every home.

www.paramounthomesnj.com

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative “on-demand” CRM real estate software for new home builders and developers. Lasso, deployed on over one thousand projects globally, equips real estate developers, builders and sales agencies to convert prospect to purchasers and to sell their developments faster and easier. The company’s software manages potential homebuyers online from interest list to occupancy including marketing, sales, inventory and contract management. Lasso works equally well for diverse developments from urban high-rise to suburban townhomes, single and master planned communities, golf, mountain and ocean resorts and condo-hotels. Lasso is designed for ease of use, rapid deployment and pay by usage, project by project to maximize each client’s ROI and reduce their technology and financial risk. Lasso is a privately held company headquartered in Vancouver, BC, Canada. www.lassodatasytems.com

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