



Software that Sells Real Estate.

**For Immediate Release:**

**Lasso Data Systems CRM Software Selected By Leading United Arab Emirates Real Estate Developer**

*Equine Management Services Plans Massive 200 Acre Residential Project in Ajman, UAE*

**Vancouver, Canada** - (October 28, 2008) – Lasso Data Systems, a leading provider of Customer Relationship Management (CRM) solutions for the real estate industry, has announced that Equine Management Services (EMS), a world leader in development of equine-themed communities, has selected Lasso as its enterprise CRM. EMS is the master developer of the mega 200 acre residential project, *Escape*, located in Ajman, UAE ([www.escapeajman.com](http://www.escapeajman.com)).

“Our team evaluated several CRM systems and determined Lasso to be the ideal enterprise CRM solution for our company,” stated Anwer Sher, Co-Founder and Managing Director, EMS. “Lasso provides all the functionality that we need for marketing and customer service for *Escape* and our upcoming equine projects. In addition, Lasso listens to our needs, is adaptable and is able to deploy their technology in a time constrained environment.”

Located just thirty minutes from downtown Dubai, *Escape* will comprise more than five-hundred Arabian and Mediterranean influenced villas, saddle home duplexes, and 16 low-to-medium rise apartment buildings to be constructed and sold over the next two years. *Escape* will also be home to a one-hundred-fifty room boutique hotel, a unique equestrian center for two hundred horses with a spa and therapy centre, several multi-purpose sports arenas, and the HoofbeatZ™ Centre. The HoofbeatZ™ Centre ([www.hoofbeatz.com](http://www.hoofbeatz.com)) will become the heart of the entire *Escape* community, comprised of educational equine-themed games, entertainment, and world-class horse training programs.

“We are extremely pleased to have one of the world’s leading developers on board with us as we accelerate our growth globally and expand our presence into international regions like the UAE ,” explained Dave Clements, CEO, Lasso Data Systems. “*Escape* is simply an exquisite development and we look forward to a long term partnership with EMS to fulfill their CRM requirements for marketing and customer service now and for their future equine developments.”

**About EMS:**

Equine Management Services (EMS) is an equine business solutions company that merges sound business practices, innovative real estate developments, and equestrian-themed entertainment, education, and tourism. Born out of a deep love and understanding of horses, EMS conceptualizes and introduces new business models and visions for the industry and its ancillary needs. EMS’s Signature HoofbeatZ™ program introduces new aspects of education, entertainment, and sport all centered on the horse and designed to broaden the base of the industry. In addition to the *Escape* equestrian community, EMS is also the Master Developer for the upcoming *Royal Ranches Marrakech*, an \$800 million, 380 hectare project in Morocco which will become the first five-star equestrian resort in the world.

**About Lasso Data Systems:**

Lasso Data Systems Inc. is the leading developer and marketer of innovative “on-demand” Customer Relationship Management (CRM) software for the worldwide real estate market. Lasso helps real estate developers, builders and sales agencies sell their developments faster and easier with controlled sales velocity. The company’s software manages potential homebuyers online from interest list to occupancy including sales, inventory and contract management. Lasso works equally well for diverse developments from urban high-rise to suburban townhomes, single and master planned



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communities, golf, mountain and ocean resorts and condo-hotels. Lasso, currently deployed on over 550 projects globally, is designed for ease of use, rapid deployment and pay by usage 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.lassodatasystems.com](http://www.lassodatasystems.com)).

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