



For Immediate Release:

Developers Accelerate Trend to Client Relationship Management (CRM) in Tougher Times

Lasso Data Systems Real Estate Software selected by twelve new developer clients in Q1

Vancouver, BC (April 15, 2009) – Lasso Data Systems, the leading provider of Customer Relationship Management (CRM) solutions for the real estate industry, has announced that in Q1 2009 twelve new developers selected Lasso's home builder sales software for their residential development projects. A strong indicator, that in challenging markets builders are turning to technology to sell their projects and to reduce marketing and sales costs.

During the quarter, clients selected Lasso for their specific requirements in real estate marketing, selling and inventory management for their projects. The new projects add to the over 1,000 projects deployed globally across a spectrum of urban high rise, suburban condo, single and master planned communities, destination resorts and fractional ownership properties.

New clients include:

Capella Bahia Maroma, Riviera Maya, Mexico

Diamond Key Homes, Red Deer, Alberta

ECO Realty, Vancouver, British Columbia

FIG Global, Phoenix, Arizona

Fortune International Realty, Miami, Florida

Latitude Destination Properties, Encinitas, California

Marble Canyon Developments, Fairmont Hot Springs, British Columbia

Puerto Los Cabos, Los Cabos, Mexico

River Ranch Realty, Lafayette, Louisiana

Spring Creek Development, Canmore, Alberta

Sun Mesa, Lake Chelan, Washington

Westbank Projects Corp., Vancouver, British Columbia

"Our prospective clients repeatedly tell us they need better internal systems to capture, nurture and communicate with their prospect database, to pinpoint the best lead and media sources, and to drive accountability for sales activity across their entire company," said Dave Clements, Lasso's CEO. "In these time builders demand a clear CRM technology value proposition, a vendor that understands their core business and their CRM software be deployed quickly with minimal financial risk".

About Lasso Data Systems:

Lasso Data Systems Inc., is the leading developer of innovative "on-demand" CRM real estate software for new home builders and developers. Lasso, used for developments globally, 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 communities, golf, mountain and ocean resorts and condo-hotels. Lasso, currently deployed on over 1000 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.lassodatasytems.com).

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