



SRS Real Estate Partners Selects Real Estate Advantage™

Dallas, Texas – August 20, 2009 – SRS Real Estate Partners, the nation’s largest retail real estate firm announced today that they have chosen Ascendix Technologies’ Real Estate Advantage™ as the foundation for their customized CRM and enterprise reporting platform. The new system will serve as the basis for a comprehensive solution that will support business processes, streamline workflow, and integrate with existing accounting and business intelligence applications.

Technology has always played an important role at SRS Real Estate Partners. Prior to partnering with Ascendix, SRS had been utilizing a combination of custom applications designed in-house and various Microsoft technologies. “Because we have always believed an industry-specific solution, uniquely curtailed to our business would yield the best results, we have always looked internally for our CRM and transaction management solutions,” explained Dondi Markham, Senior Enterprise Architect of SRS Real Estate Partners. “By implementing Real Estate Advantage™, we are now able to have that custom solution, specifically tailored to meet our business needs, without all of the overhead associated with maintaining a large IT staff.”

In addition to the advantages associated with a customized application built specifically for the real estate industry, the firm determined it was of the utmost importance to find a solution that would take advantage of their existing investment in Microsoft technologies. “We wanted an application that would make the most of our past investments while taking us into the future,” SRS Chief Operating Officer, Drew Kiesling said. “Real Estate Advantage™ allowed us to do just that. By moving to a solution built on the Microsoft CRM platform and operating inside Microsoft Outlook, we anticipate greater user adoption, greater productivity, and ultimately, greater service to our clients.”

“Our goal is to always go the extra mile to provide our clients with the best service possible. Our partnership with Ascendix provides us with the tools we need to reach that goal,” affirmed Clay Smith, President and CEO of SRS Real Estate Partners.

About SRS Real Estate Partners

The evolution of Staubach Retail into SRS Real Estate Partners brings retail specialists in 20 offices nationwide to this new name with a strong heritage. Clients of SRS Real Estate Partners have a competitive edge with the full range of services which include tenant representation, landlord representation, land brokerage, disposition services, investment services, lease administration, and managed services. More information can be found at www.srsre.com.

About Real Estate Advantage™

Developed on the award-winning Microsoft Dynamics CRM 4.0 platform, this solution allows real estate

companies to benefit from a truly enterprise-capable, flexible and customizable business platform without having to spend a great deal of up-front time and money designing it for their industry. The solution leverages the tools organizations already use, including Microsoft Outlook, Excel, Word, Virtual Earth and SharePoint, improving the intuitiveness and adoption rates often plaguing CRM implementations or point applications.

About Ascendix Technologies, Inc.

Founded in 1996 in Dallas, TX, Ascendix Technologies, Inc., is a Microsoft® Certified Gold Partner and solution provider that focuses solely on the implementation of CRM systems for companies in both the mid and enterprise market space. In addition to commercial real estate, Ascendix has vertical solutions for capital markets, alternative investment products, and financial services. For more information on Real Estate Advantage, visit www.advantageworks.com. For more information on Ascendix, visit www.ascendix.com or contact them at 1-888-Find-CRM.

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