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PRESS RELEASE

Realogic CIO joins SaaS Panel for Realcomm 2011

Sean Fitzpatrick brings cloud expertise to commercial real estate tech conference

CHICAGO, May 5, 2011: Chief Information Officer Sean Fitzpatrick of [Realogic Analytics](http://RealogicAnalytics.com) of Chicago, IL has been invited by [Realcomm](http://Realcomm.com) of Carlsbad, CA, to appear at this year's Realcomm Conference & Expo in Orlando, FL.

Mr. Fitzpatrick will join three fellow C-Level executives on the panel "SaaS - We're Still Talking... Is Anyone Actually Listening?" to be held on Tuesday, June 14th at 10:30 AM. As a part of the "Web 3.0 for Commercial Real Estate" track, the session will investigate current trends and attitudes towards cloud-based computing in the commercial real estate industry with examples of success stories and lessons learned from vendor and client perspectives.

Mr. Fitzpatrick will relate specific case studies from his experiences heading Realogic Analytics' commercial real estate software initiatives (Realogic.net). Under Mr. Fitzpatrick's guidance, Realogic has developed cloud-based applications for commercial real estate processes including budgeting, reforecasting, abstraction and lease administration.

"SaaS has too many benefits for the commercial real estate industry to ignore. SaaS lowers IT costs and risks, delivers global anywhere access and offers the ease of use inherent to web 2.0 applications. I'm looking forward to helping the Realcomm audience understand how our clients have benefitted from choosing SaaS solutions."

Sean Fitzpatrick, CIO of Realogic Analytics

SaaS (or, Software as a Service) is a means of licensing and delivering technology solutions over the web as an alternative to desktop or local server installation. SaaS solutions are often licensed on a subscription basis as opposed to traditional software conventionally sold as a perpetual license with an associated up-front fee.

The Realcomm Conference & Expo will be held between June 14 – and 15th at the Peabody Hotel in Orlando, FL and will be the 13th of its kind. The event combines education from the nation's leading commercial real estate experts with the exposition of industry solutions for convenient cross-company evaluation.

Realogic Analytics is a commercial real estate consulting and software firm founded in 1992 and based in Chicago, IL. Realogic has delivered three generations of budgeting and lease abstracting solutions and is now bringing the power of the Cloud to the real estate vertical. <http://realogicinc.com> (Consulting) | <http://realogic.net> (Software)

Realcomm is a real estate technology publishing company and national event organizer based in San Francisco, CA. <http://realcomm.com>.