

## MOUNT IDA COLLEGE PARTNERS WITH LIFETOPIA TO ENABLE STUDENTS TO SELECT THEIR OWN ROOMMATES AND HOUSING ONLINE

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### Lifetopia's Roommateclick.com to Provide Student Roommate Self-Selection Service Beginning Fall 2009

**New York, NY – August 24, 2009** - Mount Ida College has partnered with Lifetopia, the provider of roommate self-selection and housing technology, to enable students to choose their own roommates and on-campus living units. Beginning this Fall, Mount Ida's new and transfer students will have access to a password protected online service located at <http://mountida.roommateclick.com> within the Office of Residence Life section of the Mount Ida College website ([www.mountida.edu](http://www.mountida.edu)).

Through the multi-year agreement, Lifetopia will enable Mount Ida College students to create an informational profile online and review profiles of other registered students in order to select their own roommate(s). Then, together online, the roommates may select from available on-campus housing inventory as sanctioned by the College.

"The Office of Residence Life is always looking for new ways to engage our students in the process of creating the living and learning communities at the College, and this service is another step in that direction," said Laura De Veau, Director of Residence Life at Mount Ida College. "Lifetopia provides a platform that our students will find intuitive, as well as fun. We are very impressed with Lifetopia's capabilities especially with regard to facilitating student communication. We are looking forward to offering this to our new students."

"Mount Ida College students want and deserve the opportunity to streamline their roommate and housing selection preferences," said Bill Schneider, Vice President, Lifetopia. "We're pleased to deliver greater efficiencies for Mount Ida's Office of Residence Life administrators and to provide our full-service online housing program to their student body."

#### About Lifetopia

Lifetopia is the world's leading provider of hosted web-based roommate and housing services. Lifetopia serves college and university housing and student roommate needs by enabling registered students to self-select based on criteria that students provide in their online profiles and within university-established parameters. Lifetopia also enables property owners and landlords to advertise rental properties and secure tenants online. Founded in 1995, Lifetopia operates roommateclick.com for roommate selection in the US, as well as other roommate and housing websites serving businesses, residents and students in the US, UK, France, Germany, Australia, and China.

#### About Mount Ida

Founded in 1899, Mount Ida College is a private, coeducational, undergraduate and graduate institution, located 8 miles from downtown Boston in Newton, Massachusetts. As a fully accredited college, Mount Ida currently enrolls 1,430 students in more than 25 degree programs that combine the liberal arts with professional preparation. For more information, visit us on the Web at [www.mountida.edu](http://www.mountida.edu).

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