



## **LIFETOPIA INTRODUCES “ROOMMATECLICKEZ”**

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**STREAMLINED SYSTEM BRINGS ROOMMATE AND HOUSING SELF-SELECTION TO  
STUDENTS ATTENDING NATION’S SMALLER CAMPUSES AND  
SCHOOLS WITH LIMITED ON-CAMPUS HOUSING**  
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### **RoommateClickEZ Service To Be Awarded To Two Universities In Random Drawing**

**New York, NY – June 25, 2009** – Lifetopia, the world’s leading provider of web-based roommate and housing self-selection services, will introduce RoommateClickEZ, a new roommate self-selection service designed specifically for universities and colleges with less than 1,000 on-campus beds. The new service enabling registered college students to select their own roommates and housing preferences will debut at the Association of College and University Housing Officers International (ACUHO-I) conference and exposition June 27-30 at the Baltimore Convention Center in Baltimore, Maryland.

The new RoommateClickEZ service utilizes the same technology and operates in the same manner as Lifetopia’s original RoommateClick system, created for schools with a large number of beds in on-campus dorms and residential facilities. In addition to roommate and hall preferences, the RoommateClickEZ also offers essential tools for students to self-select their meal plans and campus cash plan/amounts while empowering the university to define the search logic and retain administrative oversight of the service.

“There are many schools with limited on-campus residences available for their students,” said Bob Yingling, CEO of Lifetopia. “Our new RoommateClickEZ enables those schools to offer their students a streamlined version of our popular RoommateClick service that is being used successfully by some of the nation’s larger campuses. RoommateClickEZ serves those smaller universities that require a less extensive scope of features.”

“Colleges of all sizes are competing for students’ attention and we’re proud to be offering self-selection systems that accommodate every school regardless of enrollment and number of on-campus residences,” said Bill Schneider, Vice President, Lifetopia.”

In celebration of the launch, Lifetopia will conduct two sweepstakes for residential housing professionals to win a complimentary year of RoommateClickEZ for their university or college. ACUHO-I conference attendees may visit Lifetopia booths #329 and #331 to enter. Additionally, those that attend Lifetopia’s “Online Self-Selection” interest session at the conference may also enter to win a complimentary year of RoommateClickEZ.

Like RoommateClick, RoommateClickEZ authenticates registered students who, after creating an online account, may search for and interact with other students to select their own roommate and housing preferences. University administrators are able to review all activity on the site, as well as edit student information and review/run data reports about students’ roommates and housing preferences and selections.

(more)

**About Lifetopia**

Lifetopia is the world's leading provider of web-based roommate and housing services. Lifetopia systems RoommateClick and the new RoommateClickEZ enable registered students to self-select roommates and available housing based on criteria that students provide in their online profiles, and within university-established parameters. Lifetopia also operates ApartmentSource.com, enabling universities, property owners and landlords to advertise rental properties and secure tenants online. Founded in 1995, Lifetopia operates RoommateClick.com, the secure site 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.

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