



## **SIX UNIVERSITIES SIGN ON WITH LIFETOPIA TO ENABLE STUDENTS TO SELECT THEIR OWN ROOMMATES AND HOUSING ONLINE**

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**Western Kentucky University, DePaul University,  
Southeast Missouri State University, Missouri State University,  
University of Wisconsin-River Falls, and Boise State University  
Offering Lifetopia's Roommate and Housing Self-Selection Service**

**New York, NY – May 13, 2009** – Western Kentucky University, DePaul University, Southeast Missouri State University, Missouri State University, University of Wisconsin-River Falls, and Boise State University have aligned with Lifetopia, the provider of web-based roommate and housing self-selection services, to enable students to choose their own roommates and housing locations. Lifetopia will provide registered students with access to a password protected dedicated online service located within the housing section of each university's website.

Students will use the service to create an informational profile online and peruse profiles of other registered students in order to select their own roommate(s). Then, together online, the roommates may select from available on and off-campus housing inventory as sanctioned by their university housing administration.

"Housing and Residence Life wanted to allow students to have more control over their roommate selection and Lifetopia's online service will accomplish that," said Kit Tolbert, Director of Housing Operations, Western Kentucky University. "Their solution is a secure, reliable, web-based application that integrates seamlessly with our assignment process to increase student satisfaction and efficiency. We are also impressed with their capabilities in managing housing inventory as well as facilitating student communication and we look forward to offering this to our new and transfer students for this fall."

"The trends we are seeing in higher education indicate that students want a high level of involvement in the roommate selection process," said Rick Moreci, Associate Director of Operations for Housing Services at DePaul University in Chicago. "We expect our participation in this interactive Web site will fulfill that desire."

"We are extremely pleased with Lifetopia's capabilities," said Bruce W. Skinner, Director, Office of Residence Life, Southeast Missouri State University. "Lifetopia provided the seamless technology integration we required and they are expertly helping us and our students to increase roommate compatibility."

"Lifetopia is providing the full the scope of services that we need to take our residential housing system to a higher level," said Lenord D. McGownd Jr., Assistant Director for Business Services, Missouri State University. "We realize the importance of giving students a greater voice in their housing preferences and our new university-sanctioned online community will enable our students to come together to build relationships. We're looking forward to introducing the service to our first-year students this month and then rolling it out to our returning students in the Fall."

(more)

“After extensively reviewing a variety of residential housing programs, we found Lifetopia to offer the most reliable and comprehensive service,” said Sandi Scott Duex, Director of Residence Life, University of Wisconsin-River Falls. “Lifetopia shares our goal of increasing overall student satisfaction and decreasing roommate concerns, while at the same time making the housing assignment process easier for our staff.”

“Lifetopia is helping us create a better overall collegiate experience for our students by empowering them with tools to make their own informed decisions about their housing,” said Jeff Hale, Executive Director of University Housing, Boise State University. “We look forward to introducing the new online service as a pilot program offered to our new students, and to making the residential assignment process much easier for our staff.”

“Students at each of these forward-thinking Universities want and deserve the opportunity to select their own roommates and housing preferences,” said Bill Schneider, Vice President, Lifetopia. “We’re pleased to be delivering greater efficiencies for residential administrators and be to providing our full-service online housing services to their student bodies.”

Western Kentucky University was founded in 1906 and currently serves more than 19,000 registered students.

DePaul University was founded in 1898 and is the largest Catholic university in the nation and the largest private institution in Chicago, serving more than 24,300 students.

Southeast Missouri State University, located in Cape Girardeau, is a comprehensive university with more than 10,500 students and more than 200 different areas of study. More than 2,700 hundred students live in their residence halls with a unique on campus Greek Life housing program.

As the state's second largest university, Missouri State University boasts a nationally recognized and award-winning residence life system featuring ten residence halls. Founded in 1905, MSU currently serves an enrollment of more than 20,800 students.

The University of Wisconsin-River Falls was founded in 1874 and currently has four colleges and ten residence halls serving more than 6,400 registered students.

Boise State University is the largest institution of higher learning in Idaho, with more than 19,500 students and academic programs in eight colleges.

### **About Lifetopia**

Lifetopia is the world's leading provider of web-based roommate and housing services. Its fully-hosted applications serve 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, 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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