



WESTERN KENTUCKY UNIVERSITY ALIGNS 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 Semester 2009

New York, NY – March 23, 2009 – Western Kentucky University has aligned with Lifetopia, the provider of self-selection roommate and housing technology, to enable students to choose their own roommates and where they want to live. Beginning this Fall, Western Kentucky's new and transfer students will have access to a password protected online service located at <http://wku.roommateclick.com> within the residential services section of the university's website.

Through the multi-year agreement, Lifetopia will enable Western Kentucky students 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 campus housing inventory as sanctioned by the university.

"Housing and Residence Life wanted to allow students to have more control over their roommate selection and this online service will accomplish that," said Kit Tolbert, Director of Housing Operations, Western Kentucky University. "Lifetopia offers 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."

"Western Kentucky University is one of the nationally prominent universities in the United States, and their students want and deserve the opportunity to select their own roommates and where they wish to live," said Bill Schneider, Vice President, Lifetopia. "We're pleased to deliver greater efficiencies for Western Kentucky's Residential Administrators and to provide our full-service online housing program to their student body."

About Lifetopia

Lifetopia is the world's leading provider of web-based roommate and housing services. Its fully-hosted, web-based plug-and-play applications serve college and university housing and student roommate needs by enabling registered students to visit their University's website to self-select their roommate based on comprehensive information students provide in their profiles and within the University's specified housing parameters. Lifetopia's online housing and roommate services also enable property owners and landlords to advertise rental properties and secure tenants online. Founded in 1995, Lifetopia operates roommateclick.com, the safe 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 and Australia.

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