



FOR IMMEDIATE RELEASE

RENTSOCIAL AND RENTPAYMENT ANNOUNCE PARTNERSHIP

CHICAGO – June 13, 2012 –RentSocial, a social renting site that allows residents to search apartment listings, read ratings and reviews, and interact with other residents through social media on one platform, today announced its partnership with RentPayment for online rent payments. RentPayment is the leading provider of Electronic Payments-as-a-Service solutions to the property management industry.

The strategic partnership provides residents the ability to pay their rent online seamlessly from the RentSocial resident portal. The goal behind RentSocial is to enhance the resident experience by simplifying and socializing the process of finding an apartment and streamlining everyday tasks such as maintenance requests, communication with building staff and rent payments—adding the RentPayment service creates a one-stop-site for all of a resident’s daily needs within an apartment building.

“Resident retention is a crucial component of property management success. Online rent payment is vital to increasing resident retention by making it easier for residents to pay their rent and thereby freeing up property staff to focus on their core mission of leasing vacant units and providing a great resident experience,” says Eric Broughton, President of Yield Technologies. “We teamed up with RentPayment as our trusted partner because of their experience in the multifamily space and their commitment to thousands of property management companies and property owners nationwide. We see great benefit in our partnership and look forward to improving the quality of life for the property manager and resident.”

The RentPayment service is activated at the discretion of property management companies through the RentSentinel platform. Following activation, property managers and residents can receive and make payments via credit/debit cards and electronic checks. RentSocial currently has 1.5 million units available nationwide; RentPayment is the largest electronic payment processor in the multifamily industry, representing over 3 million apartment units.

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About Yield Technologies

Yield Technologies is a leader in the next evolution of Real Estate technology and services. Yield Technologies capitalizes on its industry expertise to build actionable solutions that increase overall enterprise profitability and productivity. As a leader in the industry, Yield Technologies has implemented proven technology solutions including integrated data warehouses, ERP implementations, management dashboards, and revenue management systems solutions to companies across the globe. For more information, visit <http://www.yieldco.com/>.

About RentSentinel

RentSentinel is a fully featured apartment marketing management software for the multifamily industry. Geared toward the management of property portfolios, RentSentinel's suite of products tracks the overall process from the time an agent lists an ad thru Craigslist or an ILS, to Lead Management, thru ultimately signing a lease. Our solution provides detailed reporting that measures cost effectiveness of various channels and manages the full life cycle of activities from Listing to Lease. For more information, visit www.rentsentrinel.com, "Follow" us on Twitter, "Like" us on Facebook or e-mail us at sales@rentsentrinel.com.

About RentSocial

RentSocial, owned and managed by Yield Technologies, is a new kind of online apartment search service that simplifies and socializes the process of finding an apartment through innovative features including ratings and verified tenant reviews. RentSocial gives property managers, residents and prospective renters the ability to connect throughout the rental process, from the beginning of a search to the end of a lease and beyond. For more information, visit www.rentsosial.com or contact sales@rentsosial.com.

About RentPayment

Founded in 1999, RentPayment is a division of YapStone, Inc., the largest Electronic Payments-as-a-Service (ePaaS) provider focused in property management and several other bill payment industries, processing over \$5 billion in electronic payments annually. RentPayment is the largest provider of payment processing solutions to the multi-family housing industry, with a customer base that includes over 50% of the NHMC Top 50 U.S. Apartment Managers. RentPayment prides itself on offering the most robust payment solution in the industry, and is continuing to extend this leadership position with first-to-market innovations such as RentByText (paying rent by text message), PayByCash (paying rent in cash at over 35,000 MoneyGram locations in the U.S.) and its Mobile iPhone App. www.RentPayment.com

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