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**NEWS** FOR  
IMMEDIATE  
RELEASE

**CLAREITY CONSULTING PRESENTS SENTRILOCK WITH PRESTIGIOUS  
CLAREITY EXCELLENCE AWARD**

**—Sentrilock receives Innovation in Technology award for new Lockbox system—**

**Scottsdale, Arizona, Nov. 14, 2003 – Clareity Consulting, Inc.** is pleased to announce a new recipient of the prestigious Clareity Excellence Award for Real Estate Technology. Sentrilock was chosen to receive Clareity's Award for its innovative new Lockbox design and system.

The Sentrilock system is comprised of a credit card-like ISO standard smart card that contains a security chip, a smart-card reader for refreshing access rights, a Web-based database of access information, and the electronic lockboxes themselves.

Sentrilock's new lockbox system has many innovative new features including: a thin and lighter shape, an intuitive design, a highly secure body with a padded back, an off the shelf replaceable battery, Realtor "R" branding, and a key access compartment that flips open in the front to prevent keys from falling to the ground. Other features include an illuminated keypad, a one-hour homeowner do-not-disturb function, a contractor access mode (PIN only) and a showing counter. Multiple agents can share one card reader and the MLS/Association can set the required update time from as short as one day to as long as 30 days.

The Sentrilock product design is worthy of receiving a Clareity Award because it utilized existing, proven technology such as the ISO smartcards and readers to deliver a secure and practical solution. The Sentrilock system still needs to be hardened in beta tests, but the product is expected to be widely available in Q2 of 2004. The smart cards cost about \$5 each in quantities of 100 cards, and the company has stated that all associations will receive the same pricing, which will be a savings of as much as 50 percent compared with other systems.

The Clareity Award for Real Estate Information Excellence was created to honor those companies that have done a superior job in creating innovative technology, products, providing services, or otherwise advancing the Real Estate Industry. The recommendation provided in this Award format is one of the ways that Clareity shares its expertise across all of the Real Estate Industry verticals.



Clareity is constantly asked to recommend products and services, and we are pleased to be able to put the spotlight on companies that have really distinguished themselves.

Recipients of this prestigious award are truly the industry's best and the brightest. Unlike awards that are given out frequently, Clareity typically only grants one or two awards per year.

### **About Clareity**

Founded in 1996, Clareity Consulting continually strives to provide our clients a truly independent and unique perspective. Clareity has successfully executed a vast array of consulting projects for our clients, related to:

- IT Security Audit and business continuity assessment
- Development and analysis of RFPs for MLS systems, public records, broker systems, and TMPs
- Mergers and acquisitions and strategic alliances
- New product marketing and business plans
- Product integration specifications
- Competitive analysis
- Contract negotiation
- Project management and implementation assistance
- Market research including electronic and telephone surveys as well as onsite focus groups

For more information please contact:

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