

FOR IMMEDIATE RELEASE

## RealFoundations Launches New Subsidiary to Provide Technology and Business Solutions to the Homebuilding and Real Estate Industry

*New "RF Managed Services" group will provide  
outsourced technology and business management functions*

**Dallas, TX, Jan 29, 2007** – RealFoundations, the Dallas-based, full-service real estate consultancy, has formed RF Managed Services, a new subsidiary to meet the technology needs of mid-sized to large real estate companies. RF Managed Services will provide outsourced technology services, including application hosting, data recovery services, CNC management and application development.

The new subsidiary is a natural outgrowth of the business and technology consulting services that RealFoundations has been offering to real estate clients since 2000. These services include business process optimization, decision support systems and collaborative workflow solutions, to name just a few. "Our clients have been asking us to go beyond initial technology recommendations and implementation and to stay with them throughout the full life cycle of these implementations," said Mark Callin, Founder and Executive Director of RealFoundations. "RF Managed Services is our focused answer to that client demand. In fact, the new subsidiary is already working with several clients," Callin added.

RF Managed Services has already helped several RealFoundations clients achieve their objectives. For example for New Plan, one of the nation's largest real estate companies, RF Managed Services provides remote JD Edwards EnterpriseOne CNC Technical Support and Services, to help ensure a stable, error free and well-performing system.

"The integration of RF Managed Services into the overall information technology landscape has created a competitive advantage by allowing our personnel to focus on projects that directly drive our business," said Robert K. Lieberman, Senior Vice President and Chief Information Officer of New Plan Excel Realty Trust. "We now dedicate critical IT resources to the development of industry-leading real estate processes and platforms, rather than focusing on the day-to-day CNC operation of the EnterpriseOne system."

"The goal of RF Managed Services is to assist our clients in delivering cost effective, highly specialized services, building on our commitment to the real estate industry and our detailed understanding of each clients operations and objectives, " said Callin.

**About RealFoundations ([www.realfoundations.net](http://www.realfoundations.net))**

RealFoundations is a full-service management consultancy focused exclusively on comprehensive, creative solutions for corporate and commercial real estate. From homebuilders, owner/operators and construction to service providers and capital markets, RealFoundations offers innovative business intelligence, process analysis, improvement and solution implementation, strategic information, systems planning and integration.

**About NewPlan Excel Realty Trust**

New Plan is one of the nation's largest real estate companies, focusing on the ownership, management and development of community and neighborhood shopping centers. As of September 30, 2006, the Company operates as a self-administered and self-managed REIT, with a national portfolio of 477 properties, including 175 properties held through joint ventures, and total assets of approximately \$3.5 billion. The properties are strategically located across 39 states and include 461 community and neighborhood shopping centers, primarily grocery or name-brand discount chain anchored, with approximately 68.1 million square feet of gross leasable area, and 16 related retail real estate assets, with approximately 694,000 square feet of gross leasable area. For additional information, please visit [www.newplan.com](http://www.newplan.com).