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FOR IMMEDIATE RELEASE

SMS Assist Named Finalist in 2015 ITA CityLIGHTS Awards

*Program Honors Companies and Individuals Whose Innovation and Success
Drive Growth in the Technology Industry and Illinois*

CHICAGO – Aug. 11, 2015 – SMS Assist has been selected as a finalist for Illinois Technology Association’s 2015 ITA CityLIGHTS Lighthouse Award.

Chicago-based SMS Assist is revolutionizing multisite property management using its proprietary, cloud-based platform to provide a fully managed business solution for a growing list of national and Fortune 500 companies including Family Dollar (NYSE: FDO), CBRE (NYSE: CBG), O’Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Capital (NYSE: CLNY). SMS Assist manages a network of more than 20,000 certified affiliate subcontractors providing the highest quality maintenance services to more than 90,000 client locations. The company’s advanced technology platform is designed to continuously reduce clients’ property maintenance costs while simultaneously improving service quality and speed of delivery.

The winners for each of the eight categories will be announced at the [ITA CityLIGHTS Awards](#) on Sept. 17 at Morgan Manufacturing in Chicago. Each year, ITA CityLIGHTS Awards attracts more than 650 people from 400 organizations including business owners, investors, legislators and policymakers.

The public can contribute to the selection of this year’s winners by voting from Aug. 10 – Aug. 28 at itacitylights.com. Winners will be determined by composite score (50 percent judges; 50 percent community voting) in all categories except the CityLIGHTS Award, which is determined solely by the ITA Board of Directors.

A panel of accomplished judges representing the Who’s Who in Illinois technology reviewed nominations to select the finalists. This year’s judges hail from major organizations including Google, Optiver, Sprout Social, Groupon and World Business Chicago, among others.

“It’s humbling to be included among such an innovative and well-respected group of colleagues,” said Michael Rothman, CEO of SMS Assist. “We’re honored by the Illinois Technology Association’s recognition and look forward to working with our fellow finalists to continue cultivating the dynamic entrepreneurial community here in Chicago.”

“Our CityLIGHTS Awards is all about showcasing great companies and individuals doing extraordinary things,” said ITA CEO Fred Hoch. “Having SMS Assist in this year’s finalists’ pool proves just that.”

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About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 90,000 service locations. Using its proprietary software platform to manage its network of more than 20,000 affiliate subcontractors, SMS Assist offers a suite of property management benefits including leveraged pricing of products and services, \$30M risk indemnification, real-time services validation, instant invoicing, automatic service audits and data analysis to ensure quality and cost efficiency. SMS Assist is revolutionizing multisite property management services for its growing list of national and Fortune 500 clients including Family Dollar (NYSE: FDO), CBRE (NYSE: CBG), O'Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Capital (NYSE: CLNY). To learn more, visit smsassist.com.

About the Illinois Technology Association

The Illinois Technology Association (ITA) is a business services organization dedicated to growing technology companies. ITA provides strategic programming, consulting and resources, enabling its members to grow, build and elevate their business. For more information, visit illinoistech.org, follow [@ITAbuzz](https://twitter.com/ITAbuzz) on Twitter or find us on [LinkedIn](https://www.linkedin.com/company/illinoistech).

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