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**PPR and Axiometrics Form Strategic Partnership**

*Leading real estate research firms to partner on multifamily research offering*

**Boston, MA, October 5, 2007** — Property & Portfolio Research, Inc. (PPR), an independent provider of commercial real estate research, portfolio strategy, and risk management advisory services, and Axiometrics, an independent real estate research and analytics firm specializing in fundamental research and competitive analysis of the apartment sector, have entered into a strategic partnership to enhance the services each provides their respective clients.

Axiometrics' unbiased apartment market research data, including over 12 years of history on over 13,000 properties in close to 200 markets and 800 submarkets, will be integrated with the world-class economic analysis provided by PPR to create a series of new offerings for the multifamily housing investment community.

“Axiometrics is known to have the deepest, most accurate, property-level multifamily data in the industry. This partnership will significantly complement PPR’s research and analysis,” said Bret Wilkerson, CEO of PPR.

“I can’t think of a more natural alliance than this one with PPR, the brand synonymous with independent, actionable research,” said Ron Johnsey, president of Axiometrics. “Being able to access Axiometrics property-level research in PPR’s innovative Portal provides users with unparalleled access to this information.”

**About PPR**

With offices in Boston and in London, PPR is the leading provider of independent commercial real estate research and portfolio strategy services to the institutional real estate community. PPR provides views on markets in both the United States and Europe. The firm provides clients with expertise in real estate market analysis, real estate portfolio analysis, mortgage risk analysis, and the design of productive real estate investment strategies. Clients include commercial banks, insurance companies, Wall Street firms, rating agencies, government agencies, pension funds, investment advisors, real estate investment trusts, and private investors. PPR is wholly owned by DMG Information, Inc., the business information division of Daily Mail and General Trust, plc (DMGT). Additional information is available at [www.ppr.info](http://www.ppr.info).

**About Axiometrics**

Axiometrics measures and projects property-level performance of over 13,000 apartment projects in 200 markets; allowing its clients to track and forecast performance by property, submarket, market and portfolio. Axiometrics also provides Competitive Pricing Surveys to recommend asking and effective rental rates and concessions by floor plan for a target property.

Axiometrics unbiased methodology, which is unique in the industry, does not rely on statistical sampling. Instead, Axiometrics refreshes its data at least once per quarter with information directly from each covered property. Axiometrics multi-family research methodology also is differentiated by capturing the

true Asking Rent and calculating an Effective Rent that is consistent across concessions. Axiometrics' twelve years of historical research data and its industry-leading methodology are an industry benchmark for real estate research. Axiometric's market research is available on a membership basis at [www.axiometrics.com](http://www.axiometrics.com).

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