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**ASSOCIATED ASSET MANAGEMENT (AAM) CREATES NEW LEVEL OF MANAGERS TO STRENGTHEN OPERATIONS**

PHOENIX, Ariz. — (May 4, 2005) Associated Asset Management (AAM), Arizona's premier community association management company, has created a new level of industry all-stars charged with training and assisting community managers on the front lines.

Drawing upon years of collective experience, these area managers/trainers, as they are called, provide training and support to all AAM community managers by working in concert with the AAM management team. Each community manager is under the direction of an area manager, who helps focus on the leadership and technical skills required to assist homeowner association boards of directors in effectively meeting the needs of their communities.

"In our humble opinion, our team members are the best in the business," said Ercell Sherman, executive vice president of community management, who oversees the new group. "These dynamic professionals bring a wide variety of community management and related experience to the table, and puts it to work for our clients."

AAM is a full service association management firm, managing community associations including Kierland, McDowell Mountain Ranch and Scottsdale Mountain Ranch in Scottsdale; Anthem and Tatum Highlands in Phoenix; and Stetson Hills in Glendale. The company's focus is to build stronger communities through excellent communication, education and positive interactions with owners.