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**SOUTHERN MANAGEMENT CORPORATION EARNS PLATINUM  
MARYLAND PERFORMANCE EXCELLENCE AWARD**

Vienna, Va (January 9, 2012) The Maryland Performance Excellence Foundation, Inc. has recognized Southern Management Corporation with its Platinum Award, representing the highest possible level of achievement for performance excellence.

The Maryland Performance Excellence Awards program is Maryland's only state-wide Baldrige-based continuous improvement program. It is affiliated with the Baldrige Performance Excellence Program (National Institute of Standards and Technology) and the Alliance for Performance Excellence.

The Baldrige Criteria for Performance Excellence, developed in the 1980s, is a management system for high-performing organizations which provides a comprehensive approach to leadership; strategic planning; customer and market focus; measurement, analysis and knowledge management; workforce focus; and the management of processes. The overall goal is to further data-driven decision making and improve results.

“Among our founding principles is to be recognized as a role model for customer satisfaction, team member engagement, profitability and operational efficiency,” explained David Hillman, Chairman and CEO of Southern Management Corporation. “The achievement of this award substantiates our decision to adopt the Baldrige criteria for performance excellence as our roadmap to ensure this vision.”

Southern Management Corporation is the largest privately-owned residential property management company in the Mid-Atlantic region. The company owns and manages 74 apartment home communities comprising more than 24,000 apartment homes throughout the Baltimore-Washington region.

In addition to residential property ownership and management, Southern Management owns and manages six commercial properties and two hotels and conference centers; Bear Creek Mountain Resort and Conference Center in Macungie, PA; and The Hotel at Arundel Preserve in Hanover, MD. With more than 3,000 team members, Southern Management was recognized by Washingtonian Magazine as one of Washington's 50 Best Places to Work for 2011.

For more information about Southern Management visit [www.southernmanagement.com](http://www.southernmanagement.com).