

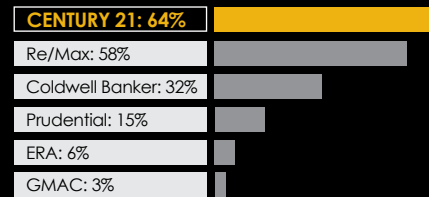


## CENTURY 21® Leads the Industry in Brand Recognition and Awareness

Since 1999, the **CENTURY 21** System has continued its reign as the nation's most recognized brand in real estate! And according to Millward Brown, a global research organization, consumers not only identified **CENTURY 21** as the best-known name in the business, but over 90% of the consumers surveyed who recently bought a house or were considering a purchase and recognized our slogan, associated "The Gold Standard" slogan with **CENTURY 21**. And over the course of 2007, consumers' preference for the **CENTURY 21** Brand grew significantly. **Now, that's branding!**

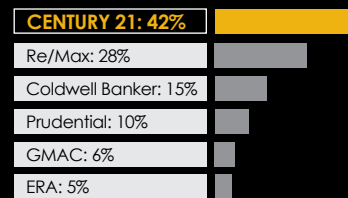
**LEADER IN BRAND AWARENESS (UNAIDED):** Since 1999, the **CENTURY 21** System continues to have the highest brand awareness level when compared to any other real estate organization surveyed. Over half of all those surveyed mentioned the **CENTURY 21** brand as a real estate company they were aware of!

**Q** "Please tell me which real estate agencies you have ever seen or heard of?" (Results are based on all brands mentioned regardless of order)



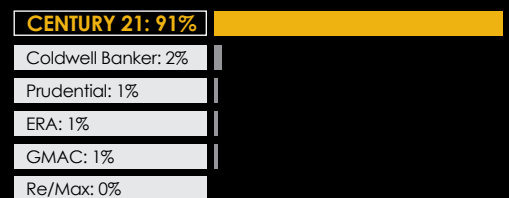
**MOST RECOGNIZED NAME IN REAL ESTATE:** As in previous years, consumers continue to identify the **CENTURY 21** brand as "the most recognized name in real estate." Forty-two percent of adults surveyed singled out **CENTURY 21** as the most well-known brand, with the nearest competitor trailing by a substantial 14 percentage points.

**Q** "Which of these agencies, if any, is the most recognized name in real estate?"

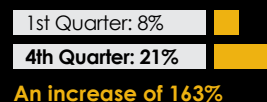


**RECOGNITION OF THE GOLD STANDARD:** The **CENTURY 21** System leads the industry in brand recognition. More than 9 out of 10 consumers surveyed who recently bought a house or were contemplating a purchase and recognized "The Gold Standard" slogan associated this catchphrase with the **CENTURY 21** System.

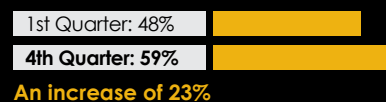
**Q** "What real estate franchise do you associate with the slogan/catchphrase 'The Gold Standard'?"



**INCREASED AGENCY PREFERENCE:** The **CENTURY 21** System has seen a gradual, yet significant growth in "agency preference" throughout 2007. Between the first and fourth quarters of the year, the preference of surveyed consumers for the **CENTURY 21** brand grew from 8% to 21% - representing a remarkable increase of 163%!



**INCREASED FUTURE CONSIDERATION:** Over the course of 2007, there has been an impressive 23% growth in consumers' "future consideration" to use the **CENTURY 21** System when buying or selling a home.



2007 Ad Tracking Study. The survey results are based on 1,216 online interviews with a national random sample of adults (ages 25 - 54) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 1,216 respondents with a margin of error of +/- 2.4% at 90% confidence level. The study was conducted between February 19th - October 7th, 2007 by Millward Brown, a leading global market research organization.

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