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Real Living Inc. Wins Two Awards of Excellence from the Central Ohio Public Relations Society of America

COLUMBUS, Ohio (May 2, 2006) – Real Living Inc., the fourth-largest residential real estate firm in the United States, received two Awards of Excellence from the Central Ohio Public Relations Society of America (PRSA) in the External Video Programs and Three-Color Brochure categories.

Central Ohio PRSA's annual PRism awards luncheon recognizes the best in public relations work. The categories range from individual written communications to comprehensive campaigns.

Real Living's "Real Living Agent Recruiting Video" and recruiting brochure, titled "Be the Best," were honored.

"Public relations play such an important role within the real estate industry, so at Real Living we're changing the face of residential real estate by not only focusing on advertising, but public relations initiatives as well. We have a strong marketing department, and we're thrilled that our peers are responding so positively to it," said Kaira Sturdivant Rouda, Real Living's chief operating officer.

The awards luncheon was held recently at The Hilton at Easton Town Center in Columbus, Ohio. The event was emceed by Andrea Cambern, co-anchor of WBNS 10-TV News.

About HER Real Living, Inc.

HER Real Living is part of the largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country. Real Living Inc. boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc. was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living Inc. also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management and home warranties. For more information or to learn more about growth opportunities with Real Living Inc., visit RealLiving.com or HERRealLiving.com.

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