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Real Living, Inc. Wins Two Central Ohio Public Relations Society of America PRISM Awards

Firm recognized as the best in the industry in New Media and Feature Stories categories

COLUMBUS, OH – (June 9, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today that the company has received two of the Central Ohio Public Relations Society of America's (PRSA) PRISM awards in the New Media and Feature Stories categories. This announcement was made by CEO and managing partner of Real Living, Inc., Harley E. Rouda, Jr.

Central Ohio PRSA's annual PRISM awards recognize the best in the industry of Public Relations work. They range from individual written communications to comprehensive campaigns, to honoring outstanding public relations professionals for their work in the field.

Real Living, Inc. received a PRISM award for its efforts in New Media, specifically its Intranet site, MyRealLiving.com. Real Living, Inc.'s white paper, "Real Living Takes a Feminine Twist and Finds Growth" was also awarded a PRISM award.

"Public relations plays such an intricate role within the real estate industry," explains Kaira Sturdivant Rouda, chief marketing officer of Real Living, Inc. "We are changing the face of residential real estate by not only focusing on advertising, but public relations initiatives as well. We have a strong communications and public relations department and we are thrilled that our peers in this industry are responding so positively to it."

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Over 125 entries were submitted in this year's competition and are open to all firms throughout central Ohio. The awards luncheon was held on May 5, 2005 in Columbus at the River Club in Confluence Park. It was emceed by Stacy McKay, co-anchor on WSNY Sunny 95's "Dino & Stacy" morning show.

About Real Living, Inc.

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. 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 www.realliving.com.

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