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HER Real Living Holds MyRealLiving 2.0 Promotion

Three Central Ohio consumers win prizes for establishing MyRealLiving accounts

COLUMBUS, Ohio (July 25, 2006) – HER Real Living, the No. 1 residential real estate firm in Central Ohio, chose three winners for its MyRealLiving 2.0 promotion, which ran from May 6 – July 2.

To become eligible to participate, consumers signed up for a MyRealLiving 2.0 account and saved one listing and one search item. Participants were notified via e-mail when they qualified for the promotion.

Three winners were chosen at random on July 5. Michael Eads, of Lancaster and Rachel Rosenbaum, of Powell, were each awarded a plasma screen TV. Jennifer Belisle, of Columbus, was awarded a Havertys gift card. Each award winner was already working with an HER Real Living agent before winning the prizes.

“The MyRealLiving 2.0 system has greatly streamlined the process of searching for our next house. The e-mail alerts for properties we were interested in – and for new properties that match our customized searches – keep us updated on the daily changes in the housing market, which saves us a lot of time. It was also an added bonus to enter this contest and win,” said Michael Eads.

About MyRealLiving 2.0

MyRealLiving 2.0 is an industry-first, consumer-agent interface, which allows agents and consumers to work together in real time and organizes their favorite listings and searches. The portal replicates an in-person experience online. Visit HERRealLiving.com to learn more and to sign-up for a MyRealLiving 2.0 account.

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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 15 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 about HER Real Living Inc., visit HERRealLiving.com.

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