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THE MASIELLO GROUP JOINS BETTER HOMES AND GARDENS REAL ESTATE NETWORK

Top 100 residential real estate brokerage firm signs strategic, 15-year franchise agreement to operate its 30 offices and 600 sales associates under the Better Homes and Gardens® Real Estate brand in Maine, New Hampshire, Vermont and Massachusetts

PARSIPPANY, N.J. / KEENE, N.H. (Oct. 20, 2008) – Today, Better Homes and Gardens Real Estate LLC announced that The Masiello Group – one of the top 100 real estate and home services companies in the United States – has signed a strategic, 15-year franchise agreement to operate as Better Homes and Gardens Real Estate The Masiello Group. The comprehensive agreement adds significant brand value and substantial resources to The Masiello Group, whose existing market presence encompasses 30 offices and 600 sales associates in Maine, New Hampshire, Vermont and Massachusetts. Headquartered in Keene, N.H, the brokerage will begin to do business under the Better Homes and Gardens Real Estate brand name in mid-November.

“This was an opportunity that we simply could not let pass by,” said Christopher J. Masiello, CEO of Better Homes and Gardens Real Estate The Masiello Group. “It’s a strategic and comprehensive relationship with an iconic brand that will help us really connect with consumers. The agreement with Better Homes and Gardens Real Estate affords us a range of new media relationships that will enhance our profile and will also serve as a catalyst for our company’s future growth and expansion throughout New England.”

For over three decades, The Masiello Group has delivered real estate services such as buyer and seller representation, relocation, insurance, financing and title searches to consumers across four New England states. A winner of numerous, best-in-class accolades, The Masiello Group was ranked among the top 100 brokerages in the United States by closed sales volume according to *REAL Trends* with over \$1.2 billion in home sales in both 2006 and 2007.

“As an organization committed to forward thinking, growth and long-term success, The Masiello Group embodies the spirit of our brand as we build toward the future,” said Sherry A. Chris, president and CEO, Better Homes and Gardens Real Estate LLC. “Our brand’s ability to tap into the resources of our parent



company Realty, and the publisher of *Better Homes and Gardens*, Meredith Corporation, enables us to deliver an unparalleled value proposition to leading brokerage organizations like The Masiello Group. We are proud to have them join us.”

As part of the Better Homes and Gardens® Real Estate franchise system, sales associates with The Masiello Group will soon gain access to innovative tools, services and training that will enable them to deliver even higher customer service levels. The company’s property listings will be marketed through BHGrealestate.com, an online real estate destination designed to both inform and inspire consumers through rich content and market intelligence. The site’s management and design leverages online marketing muscle to give greater exposure to client property listings, building on The Masiello Group’s key value proposition of unparalleled client service.

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate (www.bhgrealestate.com) is an international real estate brand that offers a full range of services to brokers, sales associates and homebuyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a national lifestyle brand, Better Homes and Gardens Real Estate embodies the future of the real estate industry while remaining grounded in the tradition of home. For more information, please visit <http://www.bhgrealestate.com>.

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