



NEWS RELEASE

**BETTER HOMES AND GARDENS REAL ESTATE LLC NAMES CAMILLA SULLIVAN
SENIOR VICE PRESIDENT OF MARKETING**

PARSIPPANY, N.J. (Oct. 28, 2008) — Better Homes and Gardens Real Estate LLC announced today that Camilla Sullivan has joined its senior leadership team as senior vice president of marketing. Sullivan was most recently a principal at Mansfield Communications, serving as the marketing lead for the Better Homes and Gardens® Real Estate brand's redesign and rollout for its July 2008 launch.

Sullivan will lead the strategic marketing and communications teams and focus on growing market share for Realogy's newest real estate brand both domestically and abroad. She will report directly to Sherry Chris, president and CEO of Better Homes and Gardens Real Estate.

"Camilla's 15 years of global marketing and communications experience working with Fortune 500 companies will be instrumental as we enter into the next phase of our growth and development," said Chris. "Her database marketing depth will benefit our franchise network as we tap the power of Meredith Corporation's 85-million member consumer database, while her tech sector experience aligns with our strategy to improve the consumer experience through the employment of the latest Web technologies."

"The opportunity to work with Sherry and her team to create the industry's first true lifestyle brand is a once in a lifetime chance to integrate all of my past experience in an exciting sector," said Sullivan. "This is all about redefining a category and this is the team to do it with."

Prior to joining Better Homes and Gardens Real Estate LLC, Sullivan also served as the director of global marketing at BearingPoint, and held marketing leadership roles with EDS, both in the U.S. and Australia, as well as senior roles at Toshiba and Compaq.

Sullivan earned her undergraduate degree from the University of Newcastle in Newcastle, Australia, and her master's degree in commerce from the University of New South Wales in Sydney.

To view a short video clip featuring commentary by Sherry Chris and Camilla Sullivan regarding the appointment, visit <http://tinyurl.com/6qrae2>.

Media Contact:

Kevin Doell
Better Homes and Gardens Real Estate LLC
Kevin.Doell@BHGRealEstate.com
1.973.407.6653

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens® Real Estate is an international real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Garden Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. For more information, please visit www.bhgreaalestate.com.