

Better Homes and Gardens Real Estate LLC

NEWS RELEASE

Better Homes and Gardens Real Estate LLC Appoints Robert F. Albanese as Vice President for Affiliate Consulting

PARSIPPANY, N.J. (May 7, 2008) — Better Homes and Gardens Real Estate LLC announced today that Robert F. Albanese will serve as its vice president for affiliate consulting. In this role, Albanese will be responsible for developing the brand's "strategist" consulting model, working with brokers and owners of the brand's franchisees throughout the United States. With a focus on detailed financial analysis and long-term planning, strategists will advise brokers on operational excellence and growth. In this role, Albanese will also coordinate efforts with the brand's products and services "specialists" — subject matter experts in areas such as recruiting, retention, and career development. Albanese will report to Nicolai Kolding, chief operating officer of Better Homes and Gardens Real Estate LLC.

Better Homes and Gardens Real Estate[®], Realogy's newest brand, will launch its franchise system in the residential real estate marketplace in July.

"Bob's 22 years of industry experience and work with affiliates will complement our 'strategist' model," said Sherry Chris, president and chief executive officer of Better Homes and Gardens Real Estate LLC. "Bob knows this business from the ground up and I am confident that our franchisees will appreciate his perspective and insights."

"All aspects of our consulting model are structured to put the franchisee's business needs first," said Kolding. "Combining industry knowledge with strong qualitative and quantitative skills and financial consultation is instrumental for assisting brokers in their businesses. Bob's strengths in these areas will help us establish the trusting, long-term relationships that will contribute to our network's success."

Prior to joining Better Homes and Gardens Real Estate, Albanese was vice president, service for Prudential Financial, where he led a consulting team in providing business processes and growth consulting for Prudential Real Estate Affiliates. He also hired, trained, managed, and coached business consultants throughout the eastern United States and Canada and played a key role in increasing revenue and customer satisfaction. Earlier in his career, Albanese worked as an award-winning broker for Weichert Realtors, where he was responsible for all areas of business operations and training for local offices and was a frequent speaker at regional events. Albanese earned a bachelor's degree from Rider University, and an MBA from the University of Phoenix.

About Better Homes and Gardens Real Estate LLC

The newest Realogy brand, Better Homes and Gardens[®] Real Estate, will embody the future of the real estate industry while grounded in the tradition of the home. Better Homes and Gardens Real Estate LLC will be building a new international residential real estate franchise company with an anticipated launch date in July 2008, and will engage in various pre-launch activities in

the interim. In October 2007, Realogy Corporation, a global provider of real estate and relocation services, entered into a 50-year agreement to license the Better Homes and Gardens Real Estate brand from Meredith Corporation, a leading media and marketing company. The Better Homes and Gardens® name has been building brand equity since 1924. The third largest magazine in the world, the magazine boasts a circulation of over 8 million. Advertising Age named Better Homes and Gardens as the 2007 Magazine of the Year in the United States. For more information on the real estate brand, visit the “company facts” section at <http://www.realogy.com/media>, or participate on the Company blog at <http://www.bhgrealstateblog.com>.

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