

Better Homes and Gardens Real Estate LLC

NEWS RELEASE

Better Homes and Gardens Real Estate LLC Appoints Jason Steele as Vice President of Interactive Marketing

PARSIPPANY, N.J. (June 11, 2008) — Better Homes and Gardens Real Estate LLC announced today that Jason Steele will serve as its vice president of interactive marketing. Steele will be responsible for creating Web 2.0 environments and business technology tools that will enhance the brand and support franchisees in the growth and operation of their businesses. In addition, Steele will manage digital branding, online inquiry management, and interactive platforms that facilitate long-term relationships with consumers.

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

"Jason's 11 years of Web development and e-marketing experience will be invaluable as we build upon a technology platform that differentiates our brand within the real estate industry," said Sherry Chris, president and chief executive officer of Better Homes and Gardens Real Estate. "Technology is an integral part of today's real estate transaction. Jason's experience in Web analytics and online marketing will keep our brand in step with today's online consumers, and position us for where those consumers will be in the years ahead."

Prior to joining Better Homes and Gardens Real Estate, Steele headed up the eMarketing department for Liberty Travel, where he managed the business-to-consumer and business-to-business digital marketing platforms. He has held management positions at Sony Electronics and Internet startup, Entertainment MediaWorks, and has led interactive marketing initiatives for Fortune 500 companies, including, Delta Air Lines, Dell, Lexmark, Hasbro, ING Barings, and T. Rowe Price. He earned his B.A. degree in advertising from Pennsylvania State University.

Executive photo available upon request.

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. 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.bhgreaalestateblog.com>.

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