

Better Homes and Gardens Real Estate LLC

NEWS RELEASE

BETTER HOMES AND GARDENS REAL ESTATE LLC APPOINTS WENDY FORSYTHE VICE PRESIDENT BROKER SERVICES AND PRODUCT DEVELOPMENT

PARSIPPANY, N.J. (Oct. 25, 2007) — Better Homes and Gardens Real Estate LLC today announced that Wendy Forsythe will serve as vice president, broker services and product development. In her new role, Forsythe will be responsible for developing and delivering the sales, recruiting and productivity tools for the Better Homes and Gardens Real Estate network. Forsythe will also create and manage the service relationships between the brand and its network members. Better Homes and Gardens Real Estate LLC will launch its franchise system in the residential real estate marketplace in July 2008 as announced by its parent, Realogy Corporation on October 8.

“Wendy has a deep knowledge of the industry with a proven ability to grow real estate organizations while delivering programs that make today’s broker and sales associates more successful,” said Sherry Chris, president and chief executive officer, Better Homes and Gardens Real Estate LLC. “Wendy’s expertise and people skills will prove to be a tremendous asset to the organization as we build a company that will embody the future of real estate.”

Previously, Forsythe served as vice president, sales services, for Toronto-based Royal LePage Real Estate Services, Ltd. where she worked to develop and introduce an extensive suite of productivity programs. Forsythe also managed the ongoing development of office training, recruiting and retention programs for the national, 13,000-member real estate franchise network.

Forsythe started her real estate career as a salesperson in the early 1990s. She achieved numerous listing and production awards before progressing into office management. In 1994, she purchased a brokerage franchise in Nova Scotia and was the youngest licensed real estate broker in the province’s history. Her office was honored by Realty World Canada with the National Rookie Office of the Year Award.

A recognized expert in recruiting and training real estate professionals, Forsythe has traveled extensively across Canada and the U.S., conducting seminars and speaking engagements at industry events. Forsythe is a graduate of Acadia University in Nova Scotia, with a Bachelor of Business Administration.

About Better Homes and Gardens Real Estate LLC

In October 2007, Realogy Corporation, a global provider of real estate and relocation services and parent of Better Homes and Gardens Real Estate LLC, entered into a 50-year agreement to license the Better Homes and Gardens Real Estate brand from Meredith Corporation (NYSE: MDP), one of the nation’s leading media and marketing companies. Realogy intends to build a new international residential real estate franchise company using the Better Homes and Gardens Real Estate brand name with a launch date of July 1, 2008, and will engage in various pre-launch activities in the interim. The Better Homes and Gardens name has been a staple in American life ever since 1924 when Meredith first published the magazine under that masthead. Today, the magazine boasts a circulation of 7.6 million and a readership of nearly 40 million. In 1978, Meredith launched the former Better Homes and Gardens Real Estate service, which it owned and operated for 20 years, and grew the business into a highly respected name in the real estate industry. Meredith sold its real estate franchise system in 1998 while retaining ownership of the Better Homes and Gardens Real Estate brand name.

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