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FOR IMMEDIATE RELEASE

**Genex Partners with Better Homes and Gardens Real Estate LLC to Build Consumer Web Portal**

*Business-to-Business Microsite Launched for Real Estate Brokers/Owners*

TORRANCE, Calif., (Feb. 19, 2008) – Genex, a leading Internet development agency, announced today that it has been selected by Better Homes and Gardens Real Estate LLC to design and implement a residential real estate Web portal for consumers. Better Homes and Gardens Real Estate LLC (“BH&G Real Estate”) is developing a new international residential real estate franchise network with an anticipated consumer launch in July. The company is the latest growth initiative of Realogy Corporation, the world’s largest real estate brokerage franchisor.

“Consumer interest in all things real estate makes this a fantastic project,” said Walter Schild, Founder and CEO of Genex. “The evolution of Web technologies and the increasing sophistication of the online consumer present a great opportunity to innovate with content, tools and community in a unique and powerful way.”

Genex began work on phase one of the project in December 2007 and has already completed an invitation-only, business-to-business microsite for the membership development arm of BH&G Real Estate. The microsite includes a flash-based multimedia interface, video avatars, media center and corporate blog designed to communicate the new brand’s value proposition and service platform strategy to prospective affiliates of the brand. Real estate brokers and owners can request a password to the site by visiting [www.bhgrealestate.com](http://www.bhgrealestate.com).

“Genex has quickly demonstrated its ability to capture the spirit of our new brand,” said Sherry A. Chris, President and CEO, Better Homes and Gardens Real Estate LLC. “Over the next several months, we will work with Genex to build a real estate Web destination that consumers will enjoy using and that sets a new standard for the real estate industry. The site is a key component of our strategy to establish meaningful, long-term relationships between consumers and our brand affiliates.”

The Better Homes and Gardens® Real Estate brand resulted from a 50-year licensing agreement between Realogy Corporation ([www.realogy.com](http://www.realogy.com)) and the publisher of *Better Homes and Gardens*® magazine, Meredith Corporation (NYSE: MDP). The Better Homes and Gardens name has been a staple in American life ever since 1924. Today, the magazine boasts a circulation of 7.6 million and a readership of nearly 40 million. *Advertising Age* named *Better Homes and Gardens* as its 2007 Magazine of the Year.

**About Genex**

*Founded in 1995, Genex ([www.genex.com](http://www.genex.com)) is a digital marketing and web site development company. Genex ranks as one of the top 50 interactive agencies by AdWeek and Advertising Age magazines. Genex clients include: American Honda, Cessna Aircraft, Citigroup, Disney, KB Home, Purina, and Time Warner. Genex is a wholly owned subsidiary of Meredith Corporation. Meredith is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media.*

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