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**Better Homes and Gardens Real Estate Continues to Pioneer New Content Media
With “Rule Breakers,” The Industry’s First Brand Vook**

The First Four Chapters of a Multi-Media Digital Book Chronicling the Birth and Brand History of a Leading National Real Estate Firm, As Told By CEO Sherry Chris, Now Available

PARSIPPANY, N.J. (July 14, 2010) – Better Homes and Gardens Real Estate LLC, in an effort to expand its leverage of emerging content media, has become the first real estate franchise to publish a multimedia Vook. Titled *Rule Breakers: The History of Better Homes and Gardens Real Estate*, the digital book incorporates video, Internet links and text into a single application. The Vook is available for free via Vook.com and the Apple iTunes store as a Web-based application for computers or as a download application for the iPhone or iPad.

Rulebreakers: The History of Better Homes and Gardens Real Estate showcases the trajectory of the brand from its initial launch in the late 1970’s, to its rebirth in 2008 as a subsidiary of Realogy Corporation. The revitalized brand, conceived and launched in the span of nine months from October 2007 to July 2008, was to be different from any other real estate brand. To that end, it became the first of its kind to announce its arrival on Twitter™, Facebook and to launch a corporate real estate brand blog—Clean Slate blog (www.bhgreaestateblog.com). And it aligned itself with the self-directed consumer, fusing a respected brand with innovative technology and social media capabilities.

“When I was first shown a Vook, I knew right away we had to create one for Better Homes and Gardens Real Estate,” said Sherry Chris, president and CEO of Better Homes and Gardens Real Estate who wrote and narrated the Vook. “Multi-media applications with the flexibility to be Web-based or mobile are the way more and more people are absorbing information. Our firm strives to be fluent in all the emerging types of communication important to our customer base, and this is one I believe will be very important in the years to come.”

The four chapters available for download are titled: Launching a Brand, Earning Our Stripes, The Legacy of Better Homes and Gardens, and One Door Closes, Another Opens.

For more information on Better Homes and Gardens Real Estate, visit www.bhgrealstate.com.

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate LLC is a dynamic 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 LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Gardens Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. The growing Better Homes and Gardens Real Estate network includes approximately 125 offices and 5,000 sales associates serving home buyers and sellers in 16 states: California, Florida, Georgia, Illinois, Pennsylvania, Maine, Massachusetts, New Hampshire, New Jersey, New York, Nevada, Texas, Tennessee, Vermont, Virginia and Washington. For more information, please visit www.BHGRealEstate.com.

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