

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kelly Kinzer  
Real Living Inc.  
Kelly.Kinzer@Realliving.com  
(614) 273-6085

**Kasey Fleisher**  
LaunchSquad for TurnHere  
Kasey@launchsquad.com  
(415) 625-8555

**Real Living Offers Community Videos Through Partnership with TurnHere**

*Profiles highlight Columbus, Cleveland, Dayton, Cincinnati markets*

**COLUMBUS, Ohio** (Nov. 29, 2006) – Real Living Inc. announced today the unveiling of 45 videos profiling communities in its key Ohio markets of Columbus, Cleveland, Dayton and Cincinnati. The three- to five-minute videos, highlighting the communities' culture, landmarks, restaurants, shopping and other amenities, were produced through a partnership with California-based TurnHere Productions, a digital media company specializing in online video.

"Now buyers have another tool to explore potential neighborhoods for their next home. Best of all, it's easily accessible where they and other consumers go for home-buying information today – the Internet," said Kaira Sturdivant Rouda, chief operating officer of Real Living.

The videos can be accessed via any Real Living listing in those 45 communities at [www.Realliving.com](http://www.Realliving.com). With the initial launch, Real Living is profiling 45 communities throughout Ohio. Eventually, additional communities served by Real Living offices and franchises will be added.

"Consumers are embracing the Internet – especially video technology – with greater acceptance than ever, so TurnHere was created to tap into that growing market. For real estate companies, the community videos are a great tool to sell the markets they serve in a visually engaging format," said Bradley J. Inman, founder of TurnHere.

Entrepreneur, journalist and technology expert, Inman founded TurnHere in 2005. The digital media company specializes in the development of original content videos that feature local neighborhoods, venues and travel destinations for a variety of clients including major hotel chains, real estate firms, publishing companies and small businesses.

-more-

The Real Living communities profiled to date are:

**Cleveland**

Cleveland  
Northfield Center  
Wooster  
Strongsville  
Canton  
Shaker Heights  
Akron  
Beechwood  
Brecksville  
Mayfield  
Medina  
Mentor  
Chagrin Falls  
Elyria  
Port Clinton  
N. Olmstead/Westlake

**Cleveland continued**

Lakewood  
Avon Lake  
Ashtabula  
Cuyahoga Falls  
Solon  
Rocky River

**Cincinnati**

Cincinnati  
Kenwood  
Mason  
West Chester

**Columbus**

Upper Arlington  
Pickerington  
New Albany  
Marysville  
Short North  
Westerville  
Newark  
Grove City  
Grandview  
Bexley  
Powell/Delaware  
Gahanna  
Lancaster  
Hilliard  
German Village  
Worthington

**Dayton**

Dayton  
Beavercreek  
Springboro

**About TurnHere Productions**

TurnHere Productions, a unit of TurnHere, Inc., is a digital media company that creates broadcast-quality online videos. Its network of more than 2000 professional filmmakers worldwide produce authentic, engaging films for a wide-range of clients including major hotel chains, large banks, real estate companies, restaurants, colleges, small businesses and media companies. The videos are accessible on the Internet through its consumer site, [www.turnhere.com](http://www.turnhere.com), as well as through distribution relationships with Google Earth, Google Local, Google Video, MSN Video, Yahoo! Video, and other major Web portals. Companies can also use the films internally and externally for strategic marketing initiatives, sales and business development opportunities, and corporate training. Founded in 2005, TurnHere Productions is based in Emeryville, Calif.

**About Real Living Inc.**

Real Living Inc., the fourth-largest real estate firm in the country, boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News*, ranked No. 23 in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living also offers a full range of affiliated business services, including home financing, title, corporate relocation management and home warranties. For more information about Real Living, visit [www.RealLiving.com](http://www.RealLiving.com).

###