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Real Living Joins Glam Media Network

First Real Estate Company to Join Glam's Network and Provide Content to Living Channel

COLUMBUS, Ohio (Oct. 28, 2008)—Real Living, the first national women-focused real estate brand, announced a partnership with Glam Media to share content on their living channel and become the first real estate company in Glam's extensive vertical content network of 640 sites.

Glam, No. 1 in women's reach online with 75 million unique Web site visitors a month, debuted their [living channel](#) this summer with articles on fine living, fashion and travel. The site features articles from Real Living related to home design, eco-friendly décor and home furnishing materials with more to come.

"We chose to partner with Glam because they know our consumer, and as a fellow publisher, it's important to us that the vertical network we chose to partner with features the best retailers and marketers in their categories, enhancing our real estate consumer's online experience," said Kaira Sturdivant Rouda, president of Real Living. "As an added bonus, our content sharing partnership with Glam allows us to share the wealth of experience and content found on the Real Living site, from home buying and selling to all of the other lifestyle choices involved in making a move. We know a consumer's spending increases 200 percent after a move, and she is looking for products and services to enhance her new lifestyle. This multi-faceted, first-of-its-kind partnership is exciting for our agents and our consumers."

Glam network's bevy of household and premium brands will appear on Real Living's award-winning Web site, www.RealLiving.com. The advertising complements such standard real estate publisher features as searching for agents and properties, watching community vides, learning about financing options and researching articles in Real Living's in-depth tools and references section.

"Real Living was the first brand in real estate to recognize and market to the person who makes or dictates the majority of real estate purchases: women," adds Sturdivant Rouda. "We launched home and lifestyle quizzes to make our site more interactive and interesting, and of course, the industry's first 2.0 portal, MyRealLiving. This is the next step in providing consumers access to what she's looking for online. The home purchase is just the start of what she needs. She's buying a lifestyle when she's making a move, and the Glam network understands this marketing to women fact as well."

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“We are thrilled to have Real Living, with its track record of building content especially for women, as a content partner,” said Erika Lenkert, editorial director of GlamLiving. “Real estate information is some of the most sought-after content on the Web, and our viewers will benefit from Real Living’s home and lifestyle articles, and expertise as a publisher in this space.”

About Real Living Inc.

Real Living, based in Columbus, Ohio, is the first national women-focused brand in real estate with more than 4,000 agents and 170 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers corporations industry-leading relocation management services. Real Living was named one of the best new franchises by Entrepreneur magazine, winner of the Inman Innovator Award and most promising new national brand by the Swanepoel TRENDS Report. Its award-winning Web sites receive nearly 17 million page views per month. For more information, visit www.RealLiving.com or www.RealLivingFranchise.com.

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