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Real Living Earns 20 Promotion & Advertising Awards

Real estate company earns most awards from Ohio Association of REALTORS® Contest

COLUMBUS, Ohio (Oct. 30, 2008)—Real Living Inc., the most promising new national real estate brand, announced its outstanding performance at the Ohio Association of REALTORS® (OAR) Promotion and Advertising Contest by winning First Place and/or the Award of Excellence in 11 of the 20 contest categories.

“We are honored to be recognized for our marketing efforts,” said Harley Rouda Jr., CEO of Real Living. “We work hard to deliver messages that resonate with our consumers.”

The contest was part of OAR’s 98th Annual Convention and Expo, held this year at the Columbus Convention Center. Real Living won first-place titles in several of the competition’s most coveted categories including: Business Cards & Stationery, Classified Advertising, Firm Web site, Individual Web site, Novelty Advertising, Photos of Billboards, Photos of Office Exteriors, Photos of Office Interiors and Photos of Office Signs.

Real Living also received the Award of Excellence in categories including: Business Cards & Stationery, Classified Advertising, Display Advertising/Newspaper, Firm Web site, Individual Web site, Novelty Advertising, Photos of Billboards, Photos of Office Exteriors, Photos of Office Interiors, Photos of Office Signs and Print Advertising of Residential Properties in Brochures & Other Printed Materials.

OAR, with more than 32,500 members, is the largest professional trade association in Ohio. Real estate firms and individual Realtors from across the state submitted entries for judging in 20 advertising categories and were placed in one of two groups: large firms or medium/small firms. Entries were judged for quality of content and design in carrying a positive message to the public.

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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