

News Release

CENTURY 21 welcomes new owner in picturesque Lagoon City, ON

FOR IMMEDIATE RELEASE:

February 29, 2008

CENTURY 21 Canada is pleased to welcome the new owner of CENTURY 21 Lakeside Cove Realty Ltd. to the CENTURY 21 System.

Broker of Record and sole owner, Roger Selman, is a graduate from Seneca College in the resort management area and has been involved with the planning and development of Lagoon City for over 24 years.

“After researching several brands, I decided to join CENTURY 21 because of their highly regarded referral system and excellent franchisee support systems,” says Selman. “CENTURY 21 is also the most recognized name in real estate and is well-established in our community.”

Specializing in waterfront properties as well as resort and retirement living, CENTURY 21 Lakeside Cove Realty Ltd. serves the Lake Simcoe and Lake Couchiching areas, from Beaverton to Orillia, Ramara Township including Lagoon City, Bayshore Village and the Brechin area. Situated in a beautiful waterfront location accessible by boat or car, CENTURY 21 Lakeside Cove Realty Ltd. is close to many recreational facilities including Casino Rama.

“We are extremely pleased that Roger Selman has taken a new role as an owner within the CENTURY 21 organization,” says Brian Rushton, Senior Vice President, Franchise Sales and Development of CENTURY 21 Canada. “CENTURY 21 Lakeside Cove Realty Ltd. can directly benefit from the many resources that only an organization of this size and scope can provide. I look forward to a long-lasting and mutually beneficial relationship.”

Lagoon City offers a sheltered harbour with full marine services and easy access to Lake Simcoe. It is a unique boater's paradise where both homes and condominiums offer owners private docking right at their door on miles of inland waterways. Ideal for retirement or recreation, it is also a year-round home to many who work locally or commute the 90 minutes to Toronto.

Century 21 Canada Limited Partnership is a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada and is part of the world's largest residential real estate sales organization. CENTURY 21 Canada provides comprehensive training, management, administrative and marketing support for the CENTURY 21 System, which is comprised of more than 8,300 independently owned and operated franchised broker offices in 56 countries and territories, with more than 143,000 sales representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES® reward miles on real estate transactions.

For more information visit www.century21.ca.

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