

FOR IMMEDIATE RELEASE

CENTURY 21 Celebrates 35 Years in Canada

Edmonton, AB, September 30, 2011 – Over 450 CENTURY 21 System members gathered at the Shaw Conference Centre, September 23rd to 25th, to celebrate the 35th anniversary of CENTURY 21 in Canada.

The company celebrated the wins of the past and looks forward to the changes ahead. CENTURY 21 Canada has been at the forefront of change since the beginning as the first expansion of the brand outside of the U.S.A., and continues to be as forward thinking in its business as it was in 1975 when it was the first to introduce the franchise model to the Canadian real estate industry. CENTURY 21 was also one of the first real estate companies in North America to venture into Television advertising in the 1970s and is now an innovation leader in the online realm of real estate in Canada. Century21.ca saw over 1 million visits in August 2011 and the numbers continue to grow.

“We have developed the tools and systems to give our sales professionals a marketing edge,” says Don Lawby, President and COO of CENTURY 21 Canada. “And we are preparing to launch even more tools to help our System members connect with their clients – past, present and future.”

Founder, Chairman and CEO, U. Gary Charlwood bought the master franchise license in 1975, along with a business partner, and took sole ownership in the 1980s. His ambition to grow the franchise business when everyone else was telling him “it can’t be done” has led to the company’s many successes throughout the years.

“CENTURY 21 Canada was the first expansion of the brand outside the United States and we’ve since helped many international regions establish footprints in their respective countries,” says Gary Charlwood. “Additionally, our recent expansion into the Asia Pacific market along with a strong presence in both Japan and China will help CENTURY 21 Canada and our associates take advantage of investment capital coming from these areas. The future looks brilliant!”

CENTURY 21 Canada has grown exponentially, from 80 franchise offices in 1976 to over 440 franchise offices across the country in 2011. Internationally, the brand is located in 71 countries with over 120,000 sales professionals. Through all the expansion, CENTURY 21 has remained committed to quality service and expert advice.

With the mission of becoming a true global leader in real estate, the CENTURY 21 brand is on the move - not just in Canada but in 71 countries around the world.

About Century 21 Canada Limited Partnership

Century 21 Canada Limited Partnership (Century21.ca) is a real estate franchisor with exclusive rights to the CENTURY 21 Brand in Canada. With approximately 7,900 independently owned and operated franchised broker offices worldwide, the CENTURY 21 System is the world’s largest

residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for its members in 71 countries and territories worldwide. As an exclusive Sponsor in the real estate category of the AIR MILES® Reward Program, only the CENTURY 21 organization in Canada can offer customers reward miles on real estate transactions.

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