

FOR IMMEDIATE RELEASE

CENTURY 21 Celebrates its 40th in Las Vegas

The Revolution has begun – RIGHT HERE, RIGHT NOW.

CENTURY 21 turned 40 in March with a celebration in Las Vegas, complete with a 1,500 pound cake, performances by REO Speedwagon and a tear jerking presentation from rock climber, Aron Ralston.

The introduction of a new International Management Team, lead by their new, energetic President, Rick Davidson signified the move towards a brand centred on being smarter, bolder, faster, stronger and more innovative.

Enthusiasm was high from the opening reception to the packed “marketplace” and awards recognition segment then culminating in an announcement of CENTURY 21’s return to television with a commercial spot during the next Super Bowl.

“It was an incredible event. We had close to a 100 Canadian representatives with us,” says Don Lawby, President of CENTURY 21 Canada. “I remember one group breaking out in ‘O Canada’ at the International Regions Cocktail Reception.”

The closing ceremony brought a memorable, jaw dropping presentation by rock climber, Aron Ralston. Ralston, an American mountaineer, has been inspiring audiences with his story across America. In April 2003, after 5 days of being trapped in a canyon in Utah and having no way to contact anyone, Ralston was forced to amputate his right arm with a dull knife in order to free himself. His ordeal was depicted in an award nominated performance by James Franco in *127 Hours*.

The 40th anniversary would not have been complete without a cake. A 1,500 pound, 12 foot long cake was presented by The Cake Boss, Buddy Valastro himself. Made in Hoboken, New Jersey and transported tenderly across the US, the cake was wheeled in to a cheering crowd.

With the mission of becoming a true global leader in real estate, the CENTURY 21 brand is on the move - not just in Canada and the United States but in 72 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 more than 121,000 sales professionals in approximately 7,700 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 72 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.

® and TM are trade-marks of Century 21 Real Estate LLC, used under license.

-30-

Contact:

Nadège Parent

Director, Communications and Marketing

CENTURY 21 Canada

Ph: 604.606.2133

Email: nadege.parent@century21.ca