

News Release

CENTURY 21 Canada announces launch of new website at New York Conference

- CENTURY 21 Canada announces Canada's most powerful real estate search engine
- New website revolutionizes the way Canadians are able to search for a new home

FOR IMMEDIATE RELEASE:

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Vancouver – CENTURY 21 Canada announced at the Inman Real Estate Connect Conference in New York City on January 9 – 11 that it has launched a redesigned website, www.century21.ca, which gives consumers easy and free access to the most powerful and consumer-friendly real estate search engine in Canada.

Don Lawby, president of CENTURY 21 Canada, said the company's new website revolutionizes the way consumers are able to search for real estate on the Internet and will also be a conduit to bring new business to CENTURY 21 Canada brokers.

"Most consumers begin their search for a new home on the Internet, but until today this has been a slow, frustrating and cumbersome experience," said Lawby. "Our new website brings a dramatically higher level of functionality and ease to the online real estate shopping experience. We are proud and excited to be the first company in Canada to bring this level of service to consumers."

Roald Marth, CEO of WhereToLive.com – a web technology and consulting company specializing in real estate - said, "CENTURY 21 Canada is setting a new benchmark for real estate websites across North America. The new www.century21.ca is the most useful and useable offering in the nation, designed to create new opportunities for consumers and also provide an industry exclusive tool for every CENTURY 21 company and sales representative. This innovative platform takes map-based real estate search to a new level of interactivity, building proprietary AJAX technology onto Google Maps' already powerful platform. This new search functionality, along with real-time updates, will forever change the way people search for real estate online."

The CENTURY 21 Canada website offers a long list of unique features, including:

- Integrated real-time search featuring proprietary search technology.
- Enhanced Google Maps technology, including street level, aerial satellite and hybrid views.
- Integrated property search filters to allow consumers to refine their search in real-time and compare up to 10 properties at a time.
- Quick Search for locating specific information in a dynamic, single page view.
- Properties, offices and sales representatives are plotted on a map via color-coded markers.
- 'Showcase 21' provides 21 large, beautiful photos of properties, making it easier for buyers to decide whether a home is worth visiting.
- Receive automated RSS search updates.
- 'Your Account' provides consumers the ability to create a personal profile, save and view their favourite listings and searches, and schedule automated e-mail updates.
- Consumers may search and select a sales representative through the "Work With Me Online" feature.
- Each company and sales representative receives a FREE website, which integrates blogging, listings and search, along with a powerful internal platform.
- All CENTURY 21 Canada System members are provided with a century.ca branded e-mail address.

"The new CENTURY 21 Canada website makes information available to consumers in a way that is substantially better than any other real estate website in Canada," said Lawby. "The website will be an important new business generation tool for CENTURY 21 brokers and their sales teams, since it will encourage online shoppers to initiate a relationship with a CENTURY 21 sales professional."

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 8,400 independently owned and operated franchised broker offices in 58 countries and territories, with more than 142,000 sales

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representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES(R) reward miles on real estate transactions. For more information please visit <http://www.century21.ca>.

WhereToLive.com, WhereToLive.com is a leading provider of web-based Platforms for the real estate industry. Lead by a Team of experienced industry players since its founding in 1999, WhereToLive.com has built a comprehensive suite of web-based productivity tools that leverages the Internet for lead generation, listing distribution, prospect and contact management, online marketing and more. For more information, please contact getinfo@teamwheretolive.com.

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For more information or to arrange an interview, please contact:

Angela Salehi

Telephone: 604-742-4254 / 416-798-3464

E-mail: asalehi@hoggan.com