

CENTURY 21 Canada launches Chinese language platform on Century21.ca

February 10, 2010, Vancouver – Century21.ca is the first nationally-branded real estate website in Canada to enable property searches and listings in Chinese, in addition to English and French.

According to Canada's 2006 Census, Chinese dialects make up the third most common mother tongue group in Canada. As well, Chinese dialects are the most common non-official languages spoken at work by Canadian immigrants. Metropolitan areas including Toronto, Montreal, Vancouver, Calgary and Ottawa have the largest Chinese-speaking populations. Says CENTURY 21 Canada President, Don Lawby, "From a sales, community relations and recruitment perspective, it makes absolute sense for us to invest in a Chinese language platform."

Steve Chow, owner of CENTURY 21 King's Quay Real Estate Inc. in Markham, Ontario, agrees. Chow is an active member of the Chinese community in Toronto and 2009 Director of the Chinese Real Estate Professionals Society of Ontario. Says Chow, "Chinese-speaking home buyers often have to search different websites to find listings published in Chinese. As more agents and offices join this platform, I think it will attract a lot of traffic from Chinese-speaking property investors."

Outside of Canada, the CENTURY 21 brand is part of the diverse and rapidly expanding Asian real estate market. Lawby is President of CENTURY 21 Asia Pacific, which holds the Master Franchise rights to the CENTURY 21 brand in Taiwan, Hong Kong, Macau, Singapore, Indonesia, Brunei, Vietnam, the Philippines, Korea and Thailand. Says Lawby, "Right now, our focus is on serving Chinese clients in Canada. However, a by-product is that Canadian listings will be more visible to buyers from around the world."

The Century21.ca Chinese site was built by WhereToLive.com, a web technology and consulting company specializing in real estate and search engine optimization. The project involved a certified translator working with Chinese-speaking software engineers. According to Alex Blyakhman, President and Chief Product Officer of WhereToLive.com, "There were many challenges to overcome in the project, including switching the entire website system to Unicode, which now allows Century21.ca to support all world languages."

Right now, the majority of Chinese speaking visitors to Century21.ca reside in Canada, followed by China and the United States. Adds Ed Kohler, WhereToLive.com Director of Strategic Internet Marketing and Development, "Chinese speaking visitors to Century21.ca have tripled since the roll-out of the Chinese version of the site compared to the same period a year before."

Screen shots – Vancouver and Toronto: <http://www.century21.ca/cn/eddie.cheung> and <http://www.century21.ca/cn/andrew.wang>

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 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 approximately 8,000 independently owned and operated franchised broker offices in 68 countries and territories worldwide. As an exclusive Sponsor in the real estate category of the AIR MILES® Reward Program, only the CENTURY 21 organization can offer customers reward miles on real estate transactions. Independently Owned and Operated. ® and ™, trade-marks of Century 21 Real Estate LLC, used under license.

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