



RE/MAX SIGNS ONLINE ADVERTISING PARTNERSHIP WITH DISABOOM

(Denver, CO November 28, 2007) – RE/MAX International, Inc., has signed an online advertising sponsorship agreement with Disaboom, Inc., (OTCBB: DSBO), which is developing the first online community for people living with or directly affected by disabilities or functional limitations.

RE/MAX is one of many high-profile, international companies to join Disaboom’s expanding list of advertisers.

“Our goal is to align ourselves with powerful, influential brands and there’s no greater real estate brand or network in the world than RE/MAX,” said J.W. Roth, Chairman and CEO of Disaboom. “But, RE/MAX is also one of the most compassionate companies, supporting a host of efforts and organizations that aid the community, like Disaboom. We’re thrilled to have them join us as an advertising partner.”

“RE/MAX has always strived to reach all communities on behalf of our associates. The partnership with Disaboom is a natural fit for us given our efforts to support wounded veterans through The Sentinels of Freedom Foundation, as well as our partnerships with Susan G. Komen and Children’s Miracle Network,” said Mike Reagan, Senior Vice President of Brand Marketing and Event Management. “We have seen how communities, especially online communities like Disaboom, can work together to make a difference in the lives of Americans living with disabilities and we are excited to join this effort.”

Disaboom’s web site went live on Oct.1 of this year, with the goal to provide a much-needed online community to the more than 50 million people in the US that have some form of physical or mental disability. According to census data, 19 percent of people age 16 to 64 are living with a disability and more than 40 percent of adults age 65 and over are disabled. Disaboom is hoping to reach those people as well as their friends, family members and caretakers, providing them with an abundance of resources and social networking tools.

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About REMAX

RE/MAX International, Inc. was founded by Dave and Gail Liniger in Denver, CO in 1973. After thirty-four years of continuous growth, RE/MAX has become a global real estate network, represented by more than 115,000 sales associates in more than 65 countries around the world. Today, more than 90 percent of all home listings, more than any national real estate brand, can be found on www.remax.com.

About Disaboom

Disaboom, Inc. was founded to develop the first interactive online community dedicated to constantly improving the way people with disabilities or functional limitations live their lives. It will also serve as a comprehensive online resource not only for people living with such conditions, but also their immediate families and friends, caregivers, recreation and rehabilitation providers, and employers. There are more than 100 million American adults living with disabilities or functional limitations today in the United States alone. Founded and designed by doctors and fellow disaboomers to meet this untapped market's specific needs, disaboom.com will bring together content and tools ranging from specialized health information to social networking to daily living resources, in a single interactive site. The site is scheduled to launch in September 2007.

Disclaimers & Forward-Looking Statements

This press release contains forward-looking statements regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933 (the "Securities Act") and the Securities Exchange Act of 1934 (the "Exchange Act"). These statements are based on current expectations, estimates, forecasts, and projections about the industry in which the Company operates and the beliefs and assumptions of the Company's management. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," "continues," "may," variations of such words, and similar expressions are intended to identify such forward-looking statements. In addition, any statements that refer to projections of the Company's future financial performance, the time line for the launch of the Company's website, the prospects for selling advertising on the website, the Company's anticipated growth and potentials in its business, and other characterizations of future events or circumstances are forward-looking statements. Readers are cautioned that these forward-looking statements are only predictions and are subject to risks, uncertainties, and assumptions that are difficult to predict, including those identified in our filings with the SEC, available at www.sec.gov. All forward-looking statements made in this press release are made as of the date hereof, and we assume no obligation to update the forward-looking statements included in this news release whether as a result of new information, future events, or otherwise, other than as required by law.

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For more information about Disaboom, Inc., contact J.W. Roth at (720) 279-2549 or Molly Plyler of The Blueshirt Group at (415) 217-5867, and please visit the "About Us" section of our web site at <http://disaboom.com/>.

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