

**FOR IMMEDIATE RELEASE**



**RE/MAX Recruiting Video Receives Prestigious Awards  
Ground Breaking “*Reach for the Sky*” Wins Highest Honors in Three Competitions**

(Denver, Colo., May 30, 2007) - The popular recruiting video, “*Reach for the Sky*,” is being honored with six production awards from five separate competitions. It won the highest award possible in three of the competitions. When it was released earlier this year, over 10,000 copies were sent to RE/MAX brokers. Since that time, nearly 12,000 additional copies have been requested.

Senior Vice President of Media and Training Mike Ryan said, “The success of ‘*Reach for the Sky*’ has just been phenomenal. Because we’re in a highly competitive business, our recruiting tools are critical. And having an award winning tool like this gives our brokers a real edge. It helps them attract the highest caliber professionals.”

The 28th Annual Telly Awards presented “*Reach for the Sky*” with its highest honor, the Silver Telly. In the Aurora Awards, the presentation was recognized as the Platinum Best-of-Show, and in The Videographer Awards it captured top honors with an Award of Excellence.

Additional recognitions were received from The Omni Awards and The U.S. International Film and Video Festival. These prestigious award competitions attract thousands of national and international entrants, and recent winners include organizations like Discovery Channel, Time/Warner, Turner Broadcasting, Disney, and PBS.

The RE/MAX recruiting video, which seeks to motivate prospects to “reach for the sky” in their career, was shot on location with a team of expert sky divers, who form a red, white and blue balloon-shape as they race toward the earth. Extensive post-production graphics and animation were added to create a final product that captures an undeniable feeling of excitement.

“*Reach for the Sky*” was created by the RE/MAX Satellite Network (RSN), and produced entirely in the Denver area with local talent. RSN, which began in 1994, was the first and still the only proprietary business television network in the real estate industry. It has been honored with dozens of industry awards in its 13 year history.

RSN broadcasts over 60 hours of programming each month, but is just one aspect of RE/MAX University, the premier educational organization in the real estate industry. RE/MAX University also provides 24/7, on-demand training via the company’s intranet, classroom instruction at sites around the country, and maintains an extensive media library.