

FOR IMMEDIATE RELEASE



RE/MAX LeadStreet® Passes 5 Million Mark

Powerful Tool is Key to Sales for Successful Agents

(Denver, CO, August 20, 2008) More than five million leads have been passed on to RE/MAX Associates across the country, through remax.com, the most visited website of any real estate brokerage brand. Debuting just two and half years ago, the real estate network's lead management system, LeadStreet®, has helped RE/MAX agents succeed in the current market, by giving them the tools they need to incubate and manage leads.

Reaching the five million mark in a short time is significant. "It's a symbol that RE/MAX is leaps and bounds ahead of the competition," says Kristi Graning, Senior Vice President of IT and eBusiness at RE/MAX International. "We believe in providing useful and relevant technology services and tools to our Associates."

Through LeadStreet®, RE/MAX agents can accept leads on a mobile device with email capabilities or on any computer. "LeadStreet® is groundbreaking," says Andy Woolley, Vice President, Enterprise Services for eNeighborhoods, one of three firms that power the lead-generation system. "RE/MAX is the first company to do this on a nationwide scale, both creating a consumer interface, and taking the next step to provide tools for its Associates." RE/MAX and eNeighborhoods are partners in the LeadStreet® initiative.

An average of almost 2.8 million unique visitors log onto remax.com every month, where they can browse through listings in thousands of cities and towns. "The numbers indicate that remax.com is a website of choice for consumers," says Graning. "And RE/MAX Associates are the ones they turn to when they're looking for the best listings and best information."

LeadStreet® is provided for no referral fees from RE/MAX International to RE/MAX Associates. "It is a great asset in this market," says Graning. "And one of the reasons why our agents are the most productive in the industry."

###

About RE/MAX International, Inc.

RE/MAX International, Inc. was founded by Dave and Gail Liniger in 1973. From a single office in Denver, CO. RE/MAX has become a global real estate network, represented by nearly 110,000 Sales Associates in more than 65 countries around the world. Today, all home listings in thousands of cities and towns can be found on www.remax.com, the most visited web site of any real estate brokerage brand.

RE/MAX International is proud of its Premier Community Citizenship, which has raised millions of dollars for deserving organizations like Susan G. Komen for the Cure, Children's Miracle Network and The Sentinels of Freedom Foundation.

For information on RE/MAX International visit: www.remax.com or www.joinremax.com

Or contact: Ronda Scholting
Public Relations Manager
RE/MAX International
(303) 796-3504
rscholting@remax.net