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RE/MAX Reports 2007 Success and Prepares for 2008 Franchise Sales Strong, Office Count Up and New Initiatives Announced

(Las Vegas, NV., March 4, 2008) - At the annual RE/MAX International Convention, Co-Founder and Chairman, Dave Liniger, announced some good news to over six thousand enthusiastic real estate professionals from 56 countries. During the very challenging year of 2007, RE/MAX increased its net office count and also increased franchise sales at a rate 12.3% higher than the average increases since 2000.

Liniger told the gathering, "Given the conditions in the housing market, and mixed signals in the economy, our growth in 2007 was remarkable. The tremendous power of the RE/MAX brand shouldn't be underestimated."

In a year when most real estate franchises experienced serious consolidation, the RE/MAX organization sold 940 franchises and increased its net office count by 4% to 7,016. In the U.S., Texas, the Carolinas, and Florida experienced the highest franchise growth, while Italy, Portugal and the Czech Republic led franchise sales overseas.

Turning from the success of last year to the preparation for the future, Liniger said the key to continued success is in quality customer service and being prepared for market realities. "This market is demanding that we be intelligent, informed and innovative, Liniger said. "If we do our job smarter, the consumer will prefer to work with RE/MAX Sales Associates."

Liniger then announced the newly developed initiative, "RE/MAX 365: Connecting to Clients Day to Day." Created in conjunction with respected industry trainers, Buffini and Company, "RE/MAX 365" is a multi-faceted program designed to increase agent productivity.

Liniger pledged that "The full resources of the RE/MAX organization will be put into place to help our Sales Associates rise to a new level of success." Electronic "town-hall" meetings will be broadcast over the RE/MAX Satellite Network to agent homes and offices, addressing the needs of specific geographic regions. "RE/MAX 365" will also include a sophisticated agent training program, "RE/MAX Ultimate Agent," to present the most up-to-date methods and practices in the industry.

An additional component of "RE/MAX 365" is an insider Blog, written by Dave Liniger and other RE/MAX executives who will share tips and interact with Brokers and Associates to address their specific business concerns. The new Blog will be featured on the company's Intranet site, RE/MAX Mainstreet.

At this year's Las Vegas convention, RE/MAX marked its 35th anniversary. RE/MAX was founded by Dave and Gail Liniger in 1973. From a single office in Denver, Colorado, the real estate franchisor has grown to be a global network with over 7,000 offices in more than 65 countries. During his

presentation, Liniger reflected on the past 35 years, "We had a lot of skeptics, who said it just couldn't be done, but we also had a great group of supporters, who helped us make it all come true. We are grateful to everyone who has had a hand in this unbelievable American dream."