



RE/MAX ANNOUNCES LAUNCH OF COMMERCIAL INFORMATION EXCHANGE

(Denver, CO, January 14, 2009) – RE/MAX International, Inc., is pleased to announce the launch of the RE/MAX Commercial Information Exchange (CIE), a comprehensive marketing and research tool for commercial real estate agents. CIE, powered by Catylist, provides brokers, owners, developers and investors access to practical tools such as property email services, custom marketing materials and financial analysis products.

"We're thrilled to launch the very first Catylist-driven Commercial Information Exchange (CIE) on a brokerage level," said Mark Baker, Vice President of Regional and Commercial Development at RE/MAX International. "RE/MAX Sales Associates have been asking for a platform where they can enter commercial listings one time and market them across dozens of other websites. Full Access membership to the CIE gives them this ability, along with lead capture capabilities through online traffic reports."

The CIE works in conjunction with the company's public website, www.remax.com, and all commercial listings in the CIE will be available to millions of consumers worldwide.

The CIE is available to RE/MAX Associates via the company intranet, [RE/MAX Mainstreet](#). Through the CIE, Sales Associates are able to search commercial properties, list and market their own properties, utilize integrated mapping and aerial views, display basic demographics for listings and more.

"I'm excited about the CIE and all of my agents are checking it out. It helps further the branding of RE/MAX Commercial in the marketplace and I think it's going to be a great resource tool to work into our listing presentations and help get our properties noticed," said Jeff Chain of RE/MAX Millennium Commercial Properties in Las Vegas. "It's really important to maximize transactions out in the commercial marketplace, and this will help facilitate that."

The Commercial Division of RE/MAX has steadily grown over the past 20 years. Currently, there are over 3,700 Commercial Practitioners operating in 337 Commercial offices

and Divisions in the RE/MAX network. The RE/MAX Commercial Division spans across 1,200 markets in 24 countries.

For more information on RE/MAX Commercial visit: www.remaxcommercial.com

About REMAX

RE/MAX was co-founded by Dave and Gail Liniger in 1973. From a single office in Denver, Colorado, RE/MAX has grown to be a global network of nearly 100,000 Sales Associates in more than 70 countries. Today, all U.S. home listings in thousands of cities and towns can be found at www.remax.com.

RE/MAX is proud of its Premier Community Citizenship, which has raised tens of 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

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