



Initiative Promotes Affordable Home Ownership **RE/MAX – New Vista Alliance Supports Lenders with Innovative Solutions**

(March 4, 2009 – Las Vegas, NV) At its annual International Convention, RE/MAX announced a strategic alliance with New Vista Asset Management of San Diego, CA. The Strategic Alliance will be aimed at promoting sustainable home ownership especially for first time and multi-cultural home buyers.

“One of the key solutions to solving the problems in today’s real estate market is to keep people in their homes, and when necessary find buyers for homes who will maintain a community’s character,” said Dave Liniger, Chairman and Co-Founder of RE/MAX International, Inc. “Many foreclosures are preventable, but when they are not, the industry must work together to find solutions that support affordable home ownership.”

The RE/MAX – New Vista Alliance will seek to provide support to government agencies, Fannie Mae, Freddie Mac, and private lenders with significant mortgage holdings, at a time when they are processing record numbers of distressed properties. The Strategic Alliance will provide state-of-the-art valuations, property management, marketing services and troubled asset disposition.

“We are very pleased to be working with the professional Sales Associates of RE/MAX,” said Jim Park, President and CEO of New Vista Asset Management. “Through this Strategic Alliance, we believe we can have a very positive impact on the housing situation in hundreds of communities across the country.”

Utilizing nearly seventy thousand RE/MAX Sales Associates, in all fifty states, the new Strategic Alliance will provide critical information to homeowners facing foreclosure and comprehensive disposition strategies to lenders. The goal of the Alliance is to reduce the number of foreclosures and to responsibly market existing foreclosures, while maintaining the character of the community.

New Vista Asset Management has a distinguished record of asset disposition strategies

that promote sustainable home ownership and seek to preserve neighborhood integrity. RE/MAX International, one of the world's leading real estate franchise networks, is dedicating its extensive training resources to prepare its Sales Associates to work in a marketplace that now has record numbers of distressed properties.

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About New Vista Asset Management

New Vista is a minority-owned, nationwide asset management company. Our principals are nationally recognized multicultural-housing experts, who have worked to advance industry change, created affordable housing solutions and improved access to homeownership.

New Vista is a community-focused asset management company that delivers REO disposition services to mortgage bankers, mortgage investors, and regulated financial institutions in all states. In addition to superior pricing and execution, New Vista provides effective disposition strategies and a nationwide network of top-tiered multicultural real estate broker that no other asset management company in the marketplace delivers.

We approach the marketing and sales of foreclosure properties like no other asset management company in the business. Our advocacy roots, public service and industry leadership gives us a unique perspective on how the business of foreclosures SHOULD BE handled so that it contributes to the strength and growth of families, neighborhoods and communities.

For more information, please visit www.newvistareo.com.

About RE/MAX International, Inc.

RE/MAX was founded in 1973 by Dave and Gail Liniger. From a single office in Denver, Colorado, it has grown into a global network of nearly 100,000 Sales Associates in more than 70 countries, an international presence greater than any of its competitors.

RE/MAX has been honored as the leading real estate franchise for 9 of the last 10 years in the oldest and most respected ranking, "The Franchise 500 Survey," published by *Entrepreneur Magazine*.

Today, all U.S. home listings in thousands of cities and towns can be found at www.remax.com, frequently ranked as the most visited web site of any real estate brokerage brand. Nobody in the world sells more real estate than RE/MAX.

RE/MAX International is proud of its Premier Community Citizenship, which has raised over \$100 million 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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