



RE/MAX EXPANDS INTO PERU

*New Region Owners Look for Brand to Be Popular
Among Real Estate Agents and Consumers*

(Denver, CO, September 2, 2009) – RE/MAX International, Inc. is pleased to announce that the Republic of Peru is the next country to join one of the largest, most expansive real estate networks in the world. New Region Owners Pier Paolo Sinigaglia and Avi Maryl purchased the franchise rights for RE/MAX Peru and were at the Denver International headquarters last week for the ceremonial flag raising and for week-long training sessions.

Since the beginning of 2009, eight countries have joined the RE/MAX Network and RE/MAX International has sold nearly 350 franchises worldwide.

“It’s our great privilege to welcome RE/MAX Peru to the Network and to invite this thriving country to experience all that RE/MAX has to offer,” said William Soteroff, Senior Vice President of International Development at RE/MAX International. “These new Region Owners have great ambition, and plan to use the extensive resources available through RE/MAX to enhance the local real estate market in Peru, open new offices and recruit experienced agents and new real estate professionals.”

RE/MAX Peru will be headquartered in the San Isidro District, one of the more upscale districts of the Lima Province. Sinigaglia and Maryl, who are both real estate attorneys, plan to open a host of new RE/MAX offices to accommodate the local real estate market, which is still growing, despite the international financial crisis.

“We were confident in our decision to buy the franchise rights to RE/MAX Peru,” said Maryl, who with Sinigaglia had been looking for a good business opportunity and found it odd that RE/MAX had no presence in Peru. “The more we’ve learned since we’ve been a part of the Network, the more we realize RE/MAX is the most professional franchise company and ultimately, the best real estate brand in the world.”

Peru is on the Pacific Coast of South America and has a population of 29 million. The country is a popular travel destination and attracts real estate investors as it offers a unique geographical mix of coastal beaches, Andes mountains and tropical forests of the Amazon Basin. Peru’s economy thrives on agriculture, fishing, mining and manufacturing products like textiles.

RE/MAX continues to actively pursue franchise sales across the U.S. and around the world. In early 2009, RE/MAX appeared in *Entrepreneur Magazine's* "The Franchise 500 Survey" for the ninth time in ten years, ranking higher than any other real estate franchise. The Denver-based franchisor led all its competitors in three categories, including Global Franchises.

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About RE/MAX International, Inc.

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, an international presence greater than any of its competitors. No one in the world sells more real estate than RE/MAX. Today, all U.S. home listings in thousands of cities and towns can be found at <http://www.remax.com>, which is consistently ranked among the most visited real estate websites.

RE/MAX is proud of its Premier Community Citizenship, which has raised nearly \$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: <http://www.remax.com> or <http://www.joinremax.com>

Contact

Cory Jo Vasquez
Public Relations Manager
RE/MAX International, Inc.
(303) 796-3667
cjvasquez@remax.net