

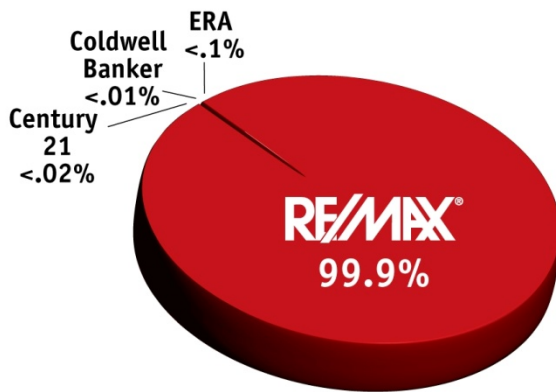


RE/MAX Leads Industry in National TV Advertising

First quarter results put RE/MAX Above the Crowd once again

(Denver, CO May 12, 2009) – At a time when competitors are cutting back on spending and even canceling entire television campaigns, RE/MAX continues to lead the way in national television advertising among all real estate companies. First quarter 2009 results from Nielsen Media Research showed RE/MAX holding 99.9% of the national share of voice in television advertising, with an estimated 1.2 billion viewer impressions.

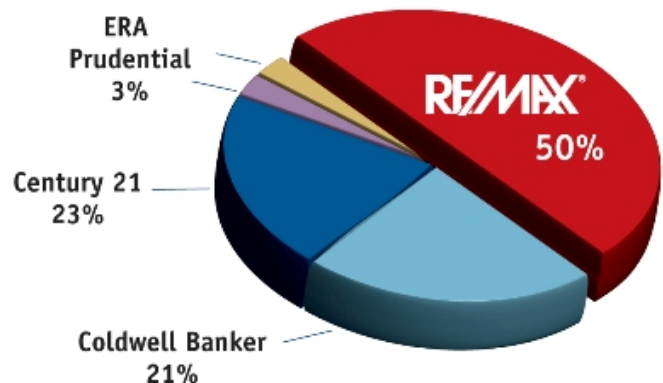
2009 TV Share of Voice



Adults 25-54/1Q 2009

Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized

TV Share of Voice



Adults 25-54/1-4Q 2008

Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized

The 2009 ad campaign, which rolled out at the beginning of this year, tells viewers that today, more than ever before, professional real estate agents are an essential component of the home buying or selling process.

"We feel that our brand recognition is so high because of our extensive advertising campaign, which translates directly to the public choosing a RE/MAX Agent," said Margaret Kelly, CEO of RE/MAX International. "It's important for consumers to understand that there are some great opportunities in the real estate market right now and RE/MAX Agents are the best trained to help them buy or sell their home."

RE/MAX is still vigorously promoting its brand with a strategic mix of television, cable, radio, print and Internet advertising and has recently made the move into the social networking sphere in an effort to attract new audiences. RE/MAX continues to make media buys on a regional and local level as well as nationally.

The new RE/MAX television campaign can be seen during popular prime-time network programming, newscasts, and on cable TV. All the spots have also been produced in Spanish, and are carried on prominent Spanish Language networks. For the last three years RE/MAX has produced its TV commercials in a High-Definition video format with 5.1 Surround Sound. All the RE/MAX TV spots direct viewers to the company web site, www.remax.com, which is consistently ranked among the most visited real estate web sites.

The 2009 RE/MAX ads can be viewed on the company's YouTube page at www.youtube.com/remaxintl.

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

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. 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 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.

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