



FOR IMMEDIATE RELEASE

RE/MAX Global Balloon Day Marks 30 Years of Flight

RE/MAX International Joins Worldwide Celebration of Anniversary

(October 7, 2008 Denver, CO) –Morning commuters will be treated to the colorful sight of the RE/MAX Hot Air Balloon as they pass through the Denver Tech Center on Wednesday.

RE/MAX International, Inc. will join RE/MAX offices around the globe in celebrating the 30th anniversary of the renowned RE/MAX Hot Air Balloon on October 8th. RE/MAX International will inflate a seven-story tall hot air balloon to display on the front lawn of their headquarters building at I-25 and Belleview, to commemorate the first flight of a RE/MAX balloon, in 1978.

“It’s an excellent opportunity to celebrate our company’s heritage,” said Dave Liniger, Chairman and Co-Founder of RE/MAX International. “The RE/MAX brand, including the balloon, is a big part of what’s made our business so successful – it’s a symbol of our commitment to rise above the crowd and provide the most professional real estate services to our clients worldwide.”

This event will be held in conjunction with RE/MAX Hot Air Balloon flights at locations around the world. In Capetown, the South African flag will fly from a balloon, while providing adventurous flights for the “reach for a dream” charity. In Canada, there will be eight RE/MAX balloons taking to the air at various locations across the country. One RE/MAX balloon will be tethered in the center of Revere Park, in downtown Chicago, while another takes flight over Lucas Oil Stadium in Indianapolis.

RE/MAX balloons will also fly in a kaleidoscope of more than 700 colorful hot air balloons in the “*Flight of the Nations Mass Ascension*” during the Albuquerque International Balloon Fiesta. In Oregon, RE/MAX pilot Darren Kling, will attempt a crossing of the Cascade Mountains, taking off in the Willamette Valley, passing by Mt. Jefferson and landing near Bend, OR.

The RE/MAX Hot Air Balloon Fleet is one of the largest in the world, with over 100 balloons located on six continents. The distinctive red, white and blue balloon, which represents the international real estate network, has become one of the most recognized corporate images in the world.

Because of the strong brand awareness it creates, the RE/MAX balloon has helped take the international franchisor to the top of several national and international brand rankings including [Advertising Age's Top 200 US Megabrands](#) and [Entrepreneur Magazine's Franchise 500 Survey](#). In these two surveys, RE/MAX was the highest ranked real estate franchisor. In the *Entrepreneur Franchise 500*, RE/MAX has been the highest ranked real estate franchisor for eight of the last ten years.

Information about the RE/MAX Hot Air Balloon program can be found at www.remax.com.

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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 to be a global network of over 105,000 Sales Associates in more than 65 countries. No one in the world sells more real estate than RE/MAX. Today, all home listings in thousands of cities and towns can be found at www.remax.com.

RE/MAX is proud of its Premier Community Citizenship initiative, which has helped raise millions of dollars and support for charitable organizations like, Susan G. Komen Breast Cancer Survivor Recognition Program, Children's Miracle Network and The Sentinels of Freedom Foundation.

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