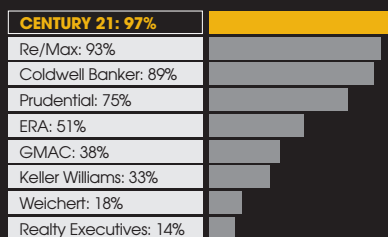




CENTURY 21® Brand – Recognition, Awareness, Preference!

Since 1999, the **CENTURY 21** System has continued its reign as the **nation's most recognized brand in real estate!**

According to a study conducted by Millward Brown, a global market research organization, consumers were not only universally more aware of the **CENTURY 21** Brand, we were also considered to be the **best-known name** in the business, among consumers who plan to purchase or sell a house in the next two years. In addition, **CENTURY 21** Agents are considered knowledgeable and easy to work with by real estate customers. **Now, that's branding!**

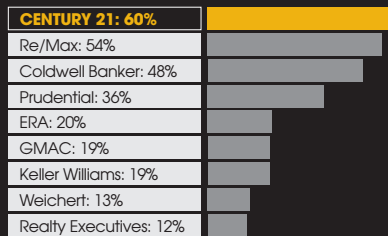


ALMOST UNIVERSAL BRAND AWARENESS*

LEADER IN BRAND AWARENESS: The **CENTURY 21** System holds the strongest presence in the category.

Since 1999, the **CENTURY 21** System has the highest brand awareness level when compared to any other real estate organization surveyed and is the most recognized name in real estate.

Q "Please tell me which real estate agencies you have ever seen or heard of?" (Results are based on all brands mentioned regardless of order)

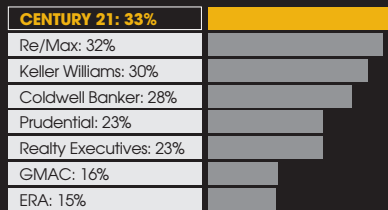


WE ARE THE LEADER IN FUTURE CONSIDERATION PREFERENCE

FUTURE CONSIDERATION: Future usage consideration among active Market Consumers is the strongest and significantly higher than most other real estate brands mentioned.

In prior years, the **CENTURY 21** System was among the top 2 in future consideration. Now we have overtaken the competition!

Q "How likely are you to consider choosing each of these brands the next time you buy or sell a home?" (Base: Plan to Buy or Sell in the Next 2 Years)



WE ARE IN TOP 3 FOR LIKELIHOOD TO RECOMMEND PREFERENCE

LIKELIHOOD TO RECOMMEND: The **CENTURY 21** Brand, RE/MAX and Keller Williams lead the Industry on Likelihood to Recommend.

Q "How likely are you to recommend (brand) to someone else?" (Base: Aware of Brand)

OUR AGENT PREFERENCE ATTRIBUTES IMPROVED SIGNIFICANTLY

In 2008, a year in which our advertising and messaging focused more heavily on **CENTURY 21** system members, Agent Image Improved Significantly Across Key Attributes.

FROM 2007, THE CENTURY 21 SYSTEM:

"Has Agents That Are Knowledgeable and Well-Informed" **+79%** | "Has Agents You Are Comfortable Working With" **+25%**
 "Has Agents You can Trust" **+23%** | "Has Agents That Listen and Understand Goals" **+17%**

Q "Based on anything you have seen or heard or any impressions you may have, which of these agencies, if any...?"