



Century 21 Real Estate LLC

Established: Real estate brokers Art Bartlett and Marsh Fisher formed this company in Orange County California on July 28, 1971. With approximately 145,000 brokers and sales associates worldwide, the CENTURY 21 System is the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for its members. CENTURY 21 brokers and sales associates use cutting-edge technology to make the transaction as smooth and convenient as possible. For more information, visit www.century21.com.

World Headquarters

Century 21 Real Estate LLC
1 Campus Drive
Parsippany, New Jersey 07054
800-345-2972
<http://www.century21.com>

Key Management

Tom Kunz, President and CEO
Craig Leonard, Chief Operating Officer
David Hardy, Senior Vice President, Operations
Jim Ramsay, Senior Vice President, Field Services
Saul Serna, Senior Vice President, Hispanic Initiatives
Bev Thorne, Senior Vice President, Marketing

Parent Company: Realogy Corporation

Richard A. Smith, President & Chief Executive Officer

Alexander E. Perriello, III, President & Chief Executive Officer, Realogy Franchise Group

For information about Realogy Corporation, visit www.realogy.com.

Locations: Century 21 Real Estate LLC has a global reach, with offices across the U.S. and in 59 other countries and territories worldwide. There are more than 4,700 international offices outside of the United States in the following countries:

Anguilla	Dominican Republic	Lebanon	Scotland
Australia	Egypt	Luxembourg	St. Martin
Aruba	El Salvador	Mexico	Saudi Arabia
Bahrain	England	Morocco	Singapore
Belgium	France	Netherlands	South Africa
Belize	Greece	Antilles	South Korea
Bulgaria	Guadeloupe	New Zealand	Spain
Brazil	Guatemala	Nicaragua	St. Kitts
Canada	Honduras	Pakistan	Taiwan
Cape Verde	Indonesia	Panama	Trinidad and Tobago
Cayman Islands	Israel	Poland	Turkey
China (including HK and Macao)	Jamaica	Portugal	Turks & Caicos
Colombia	Japan	Puerto Rico	United Arab Emirates
Costa Rica	Kuwait	Qatar	Venezuela
Cyprus	Latvia	Russia	
		Romania	

Sales Associates and Brokers Worldwide: More than 145,000 | **Offices Worldwide:** Approximately 8,800

Century 21 Real Estate LLC Milestones

October 1979 Easter Seals is chosen to become the System's major philanthropy.

June 1983 Century 21 Real Estate Corporation signs an agreement with C. Itoh and Co., Ltd., to franchise real estate offices in Japan, the System's second international franchise agreement.

December 1995 The CENTURY 21[®] System launches first-ever-national marketing outreach to Hispanic market. Three six-minute CENTURY 21 segments within a television special are produced and reach more than 98 percent of all Hispanic households over Univision and Telemundo, the nation's largest Hispanic television networks.

March 1996 CENTURY 21 Fine Homes & Estates[®] and CENTURY 21 Recreational PropertiesSM are created. Fine Homes & Estates is aimed to market high-end properties priced at \$500,000 or above. Recreational Properties is created to market vacation and second homes.

May 1998 The CENTURY 21 System announces the signing of a master franchise agreement to develop CENTURY 21 offices throughout South America.

October 2000 CENTURY 21 China opens its first franchise office in Beijing as part of a Master Franchise Agreement. Robert Moles meets with the Vice Mayor of Beijing and several members of the Beijing's Ministry of Construction to discuss China's growing real estate market.

January 2002 Century 21 Real Estate Corporation is named the top Easter Seals fundraiser for 2001, and also earns the distinction as the all-time leading corporate sponsor of this organization.

April 2002 Century21.com is named the most trafficked real estate sales organization Web site by Jupiter Media Metrix.

December 2002 Century21Espanol.com, the CENTURY 21 System's Spanish-language site, earns an Outstanding Web Site award from the 2002 WebAwards competition.

December 2003 The CENTURY 21 System announces the signing of a master franchise agreement to develop CENTURY 21 offices throughout Spain.

June 2004 Thomas R. Kunz is named president & CEO of Century 21 Real Estate Corporation.

June 2004 Web Marketing Association awards Century 21 Real Estate Corporation with an Internet Advertising Competition (IAC) award for its online Hispanic advertising campaign.

October 2005 *Advertising Age* magazine, in cooperation with the Association of Hispanic Advertising Agencies recognizes Century 21 Real Estate LLC for excellence in Hispanic advertising with a 2005 Hispanic Creative Advertising Award in the interactive media category for an online banner advertisement entitled "Signs."

November 2005 The CENTURY 21 System releases the results of its inaugural First-Time Homebuyer Index featuring insights into the home buying habits of new and Spanish-speaking homebuyers.

March 2006 The CENTURY 21 Learning System® is named to *Training* magazine's "Training Top 100" for the fifth consecutive year.

March 2006 Corporate University Xchange (CUX) lauds CENTURY 21 System with Corporate University Xchange Award for Excellence and Innovation in Corporate Learning.

November 2006 Century 21 Real Estate LLC announces launch of CENTURY 21 Mobile (mobile.c21.com or mobile.century21.com) which allows consumers access to property listing and offices searches via PDAs, cell phones and other handheld devices with Internet access capability.

December 2006 Century 21 Real Estate LLC announces a master franchise agreement in Romania to create CENTURY 21 Romania and the opening of its first offices affiliated with CENTURY 21 Bulgaria.

March 2007 The CENTURY 21 Learning System is named to Training magazine's "Training Top 125" for the sixth consecutive year.

March 2007 Century 21 Real Estate LLC signs master franchise agreement to open CENTURY 21® franchises in the Baltic States encompassing Estonia, Latvia and Lithuania operating under the name CENTURY 21 Baltics.

June 2007 Century 21 Real Estate LLC earns an Effie Award from the New York American Marketing Association for its 2006 advertising campaign. The campaign was created in partnership with mcgarrybowen, the brand's advertising agency of record.

October 2007 BetoCasas.com Site Web Sites Earns MIXX Award for Interactive Marketing Excellence in the Hispanic Marketing Category

November 2007 Century 21 Real Estate LLC announces its expansion into South Africa. Century 21 South Africa, headed by Dr. Duncan Gray, chief executive officer, granted exclusive franchising rights to the CENTURY 21 name and system throughout South Africa.