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NEWS RELEASE

FOR IMMEDIATE RELEASE

MLSListings, Inc. and Listingbook Host A Series of Liftoff Agent Events to Bolster Client-Agent Relationships

Live, informational events and on-line demonstrations connect real estate agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools.

March 29, 2010 – MLSListings, Inc. (MLSListings), based in Sunnyvale, CA, will launch Listingbook to their entire agent membership as part of their PERKS program later this month.

Listingbook, is an online, agent-centric system that fosters collaboration between real estate agents and their clients. Listingbook prepares to deliver the system to the entire MLSListings membership with free, live training beginning on March 29th.

By incorporating the system into their daily business, the nearly 18,000 MLSListings agents will be able to easily empower their buyers and sellers to search updated market data through the collaborative relationship. Listingbook automates, tracks and analyzes client activities in a real-time environment to keep the agent informed and at the center of the real estate transaction.

“Listingbook provides the missing link to agents with tech-savvy clients that want to ‘do their own thing’,” said Jim Harrison, CEO of MLSListings. “In our tough economic times, agents can provide

better service to more clients and prospects. They are able to easily and automatically provide valuable property data, community demographics and a morning report of market activity.”

The most recent agreement expands Listingbook’s number of markets to 30 with leading MLS’s totaling nearly 590,000 agents.

“We are excited to provide our unique client-servicing system to the MLSListings community,” said Listingbook’s Chief Operating Officer, Todd John. “Once agents learn about our system, they can’t imagine how they ever conducted business without it. It allows them to offer better service, to more clients, in less time. Agents and their clients love using Listingbook because it keeps them informed while creating an efficient and enjoyable real estate experience.”

About Listingbook

Listingbook™ LLC, based in Greensboro, N.C., is an online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools. Listingbook has qualified users who gain access only through their licensed real estate agent. Listingbook is the first-ever web based community of qualified buyers and sellers, brokers and agents and home service professionals.

Designed to complement MLS systems, Listingbook automates, tracks and analyzes client activities in an agent-managed, real-time environment that facilitates efficient collaboration and communication between agents and clients, making buying or selling a home easier and more enjoyable. Additionally, the system provides brokers and agents with important data on client activity and the ability to turbo-charge listing promotions in a highly targeted manner. The company was founded in 1999 and has agreements in place throughout the Continental US.

For more information about Listingbook, call 336-722-3456 x101 or visit www.listingbook.com.

About MLSListings, Inc.

MLSListings, Inc. is a not-for-profit, California mutual benefit corporation formed in 2007 by a consortium of eight Northern California REALTOR® associations (Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®). Currently, MLSListings represents more than 20,000 MLS subscribers, in 6,000 firms, in an area covering 28,000 miles representing more than \$70 billion in annual real estate transactions. For more information, please visit www.mlslistings.com.

About PERKS Program

MLSListings, Inc. provides a suite of products and services (PERKS) designed to improve agent/broker workflows that increase productivity and facilitate real estate transactions. These products and service range from web sites, software, advanced tools, wireless products, listing syndication, and document management products.

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