

**FOR IMMEDIATE RELEASE**

**Sotheby's International Realty® Brand's RESIDE® Magazine Honored with  
Hermes Platinum Award**

**Guadalajara, Jalisco** (June 1, 2009)— Sotheby's International Realty Mexico in Guadalajara, Jalisco, today announced the brand's *RESIDE* magazine recently was honored with a 2009 Hermes Platinum Award for creative excellence and outstanding design and editorial in the overall magazine category.

The award was given for *RESIDE* magazine's [issue two, volume two](#), which was distributed in Fall 2008.

The Hermes Creative Awards are administered and judged by the Association of Marketing and Communication Professionals. According to the organization, they are an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs and emerging technologies. The organization's mission is to honor outstanding achievement and service to the communications profession.

"Our goal when we created *RESIDE* magazine was to offer consumers a valuable resource for the latest information on luxury real estate, lifestyles and trends, and to showcase the extraordinary property represented by the *Sotheby's International Realty* network," said Wendy Purvey, senior vice president, marketing, Sotheby's International Realty Affiliates LLC. "This magazine was one of more than 4,000 entries worldwide, and only 17 percent of entrants were recognized. This honor illustrates that we have achieved our goal."

The *Sotheby's International Realty* network currently has more than 10,200 sales associates located in nearly 500 offices in 39 countries and territories worldwide.

*RESIDE* magazine is published by MacDUFF Publishing in Atlanta, a custom content provider and specialty agency that develops effective branded communication tools for leading passion-based brands.

"*RESIDE* magazine is the source for key insights into the luxury real estate market for consumers in our market and buyers around the world," said Carlo Gonzalez, President and Chief Executive Officer, Sotheby's International Realty Mexico. "It is valuable resources like this that set our firm apart for buyers and sellers in the second homes market in Mexico, which Sotheby's International Realty Mexico proudly serves."

"*To those who value the unique, we possess an intimate knowledge of the local market and specialize in homes of distinction*". Sotheby's International Realty Mexico is located at Av. Vallarta 6503, Floor 11, Torre Corey, Concentro, Zapopan, Jalisco. For more information, please contact +52 (33) 3110-6507 or [info@sirmexico.com](mailto:info@sirmexico.com).

For more information on the Hermes Creative Awards, go to: <http://www.hermesawards.com/index.php>

**About Sotheby's International Realty Affiliates LLC**

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the *Sotheby's International Realty* network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the *Sotheby's International Realty* name and the development of a full franchise system by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit [www.sothebysrealty.com](http://www.sothebysrealty.com).