

FOR IMMEDIATE RELEASE

**Sotheby's International Realty® Network Continues Relationship with
*The Wall Street Journal***

Guadalajara, Jalisco (March 2010)— Sotheby's International Realty Mexico in Guadalajara, Jalisco today announced that the *Sotheby's International Realty* network is continuing its exclusive relationship with *The Wall Street Journal* to present the many values of real estate as a long-term investment and showcase unique properties from across its worldwide network's approximately 500 offices.

As part of the relationship, the *Sotheby's International Realty* brand and *The Wall Street Journal* will continue to co-host [The Business of Extraordinary Living](#) on the publication's Web site, www.wsj.com, designed to provide insights into the real estate market from the brand's worldwide network. The Business of Extraordinary Living officially launched in March 2009.

Several enhancements have been made to The Business of Extraordinary Living for 2010 including a new addition to the Address section, called The Address Blog, in which a brand network member will discuss a real estate relevant topic with users. Also, a Featured Listing section has been added to the Address and Brand sections in which listings representative of *Sotheby's International Realty* offices from the area the user is located in will be featured through geographic targeting.

In addition, a Journal Community has been added to the Insights section for users to join and discuss real estate, and a Company Happenings section has been added to the Brand page to showcase the latest events taking place in the network.

“Our exclusive relationship with *The Wall Street Journal* has proved to be a very effective tool for promoting the fine homes represented by our network among this critical audience. In fact, three-quarters of those who visited The Business of Extraordinary Living expressed likelihood to consider using the *Sotheby's International Realty* brand for a future real estate purchase, and more than 76 percent of those who visited it found it to be helpful,” said Wendy Purvey, senior vice president, marketing, Sotheby's International Realty Affiliates LLC. “Our enhancements for this year will offer locally-driven features that further demonstrate our reach.”

The brand expects to increase exposure of The Business of Extraordinary Living by 62 percent this year, delivering 60 million impressions, which is double the exposure delivered in 2009. This year the brand also will receive premier placement in the Featured Homes portion of *The Wall Street Journal's* online Real Estate section.

“The Business of Extraordinary Living has been an effective tool for our firm in promoting the value of real estate in the second home markets, and one that we have access to through the *Sotheby’s International Realty* brand,” said Carlos Gonzalez, President and Chief Executive Officer, Sotheby’s International Realty Mexico. “The power of this partnership is that it enables us to get the properties we represent directly in front of a global and highly-targeted audience.”

“Dedicated to the extraordinary. The exceptional. The unique.” Sotheby’s International Realty Mexico is located at Av. Vallarta 6503, 11 Floor, Torre Corey, Concentro, Zapopan, Jalisco. For additional information, please contact +52 (33) 3110-6507 or info@sirmexico.com

The Sotheby’s International Realty® network currently has more than 10,600 sales associates located in approximately 500 offices in 38 countries and territories worldwide.

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.