



FOR IMMEDIATE RELEASE

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Real Living Dayton Changes Name to Real Living Realty Services

DAYTON, OHIO (March 22, 2006) – Real Living Inc., the largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the United States, announces that Real Living Dayton will change its name to Real Living Realty Services. This announcement was made by Harley E. Rouda Jr., CEO and managing partner of Real Living Inc.

In addition to the Dayton offices, Real Living's Cincinnati market is also being recognized under the Real Living Realty Services name. This change will tie both markets together under one cohesive brand name in the southwest Ohio region. In addition, RealLivingRealtyServices.com will be the official public Web site for the Dayton and Cincinnati markets.

"We'll continue to offer the best agents and technology in the business. We've just simplified our name for consumer convenience," said Rouda.

Rouda said that RealLivingRealtyServices.com offers Dayton and Cincinnati consumers a variety of advanced, easy-to-use tools to simplify the home-buying process – and to make it easier than ever to sell homes. The new site will allow consumers to access MLS listings in Cincinnati, Dayton and Northern Kentucky.

"Research shows that more and more consumers are turning to the Internet as the primary resource when searching for homes," Rouda said. "And when consumers are online, they're usually looking for convenience – a one-stop resource where they can view the most up-to-date photos and information about homes available in their area. That's what we've delivered through RealLivingRealtyServices.com."

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"With RealLivingRealtyServices.com, our investment in finding better, more convenient ways for consumers to buy and sell homes has really paid off," said Rouda. "RealLivingRealtyServices.com is the best, most consumer-friendly home search Web site in Dayton and Cincinnati – and we're thrilled to make this technology available to area consumers and agents."

About Real Living Inc.

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc was awarded the 2005 Inman Innovator Award by Inman News, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living Inc. also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management and home warranties. For more information or to learn more about growth opportunities with Real Living Inc., visit RealLiving.com.

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