

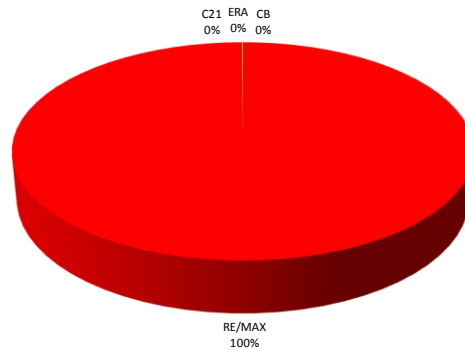
# Memo

To: RE/MAX Florida Region  
 From: Nick Bailey, Regional Vice President  
 Date: May 11, 2009  
 Re: RE/MAX the only company to advertise!

We are excited to announce that RE/MAX was the ONLY real estate company to advertise on National Television during the 1<sup>st</sup> quarter of 2009. This means we had 100% share of voice for Q1 2009. Marketing/advertising is a key component to agent success in the real estate industry and once again, RE/MAX leads the way!

Please share this exciting news with all of your associates and prospects!

## 1Q09 Total TV SOV



1Q09	Total	Cable TV	Network TV	Spanish Network	Syndicated TV
RE/MAX	577	100%	234	242	101
C21	0	0%	0		
CB	0	0%			
ERA	0	0%			0
Total	578	100%	234	242	101



\*Source: Nielsen AD\*Views / A25-54 GRPs Unweighted. Does Not Include Hispanic TV



If you have any questions, please do not hesitate to give us a call at 800-218-1564 ext. 3874.