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LISTINGBOOK ANNOUNCES AGREEMENT WITH SOUTHERN CALIFORNIA MULTIPLE LISTING SERVICE

Agreement with highly progressive MLS accelerates Listingbook's growth as the leading online real estate community

WASHINGTON, D.C. – May 14, 2007 – Buoyed by a yearlong initiative that secured strategic alliances with five top multiple listing services nationwide, Listingbook, a leading online service that connects real estate agents and their clients, today announced at the 2007 National Association of Realtors® Midyear Trade Expo here that it has signed an agreement with the Southern California Multiple Listing Service (SoCalMLS), which includes 55,000 Realtors®.

The inclusion of SoCalMLS into the rapidly expanding Listingbook client family enables Realtors® in Southern California for the first time to be able to provide their clients with a new way of communicating, collaborating, and accessing real-time real estate information. Since beginning to market the system last year, Listingbook has now established a solid foundation with six multiple listing services throughout the country.

*Listingbook is located at Booth No. 1115 at the
2007 National Association of Realtors Midyear Trade Expo.*

Listingbook has been in daily operation in the Triad region of North Carolina since 2000. With its unique, market-proven capability to bring together buyers and sellers, Listingbook has created a web-enabled real estate community with the agent at the center of the transaction. The Listingbook client servicing product complements any local Realtor® MLS system and allows secure access to MLS data only when an agent provides a client account for a buyer or seller. The agent is then able to supply reliable, personalized, current market information, and interact with buyers and sellers while guiding and monitoring their activity.

“We are thrilled to be working with the Southern California Multiple Listing Service,” said Listingbook President James Barry. “SoCal MLS is clearly one of the most progressive MLS’ in the country in terms of serving their membership in a variety of ways. They are a true leader in offering working, proven technologies for their agents.”

Russ Bergeron, CEO of SoCal MLS, believes the new relationship with Listingbook is an important addition to the services they provide to their membership. "Listingbook will be an outstanding fit for our members and their clients," said Bergeron. "We're convinced that Realtors® will save time and money while providing an enhanced level of service to their clients."

Added Barry, "This system is a virtual personal assistant not just for agents, but for their clients. The Listingbook system identifies, analyzes and automates the delivery of key real estate data from SoCal MLS and forwards it to buyers and sellers in simple, actionable formats."

Todd Colthorp, vice president of sales and new business development for Listingbook, is looking forward to the initial five-year relationship with SoCal MLS. "With the positive feedback we received from the SoCal Technology Task Force who evaluated Listingbook, we are confident that SoCaL agents and their clients will embrace this new system," said Colthorp.

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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. Listingbook was founded in 1999 and has agreements in place with MLS' in North Carolina, Michigan, Florida and California now totaling 86,000 agents, who will have access to this private real estate community portal.

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

About Southern California Multiple Listing Service

Southern California Multiple Listing Service, founded in 1995, is based in Anaheim, Calif., and has 55,000 members. SoCalMLS' goals are to provide real estate agents with the best possible service and support at the lowest possible cost, in order to satisfy their MLS business needs.

For more information, visit www.SoCalMLS.com.