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PRESS RELEASE

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LISTINGBOOK LAUNCHES NEW HOMEPAGE

November 02, 2009 -- <Greensboro, N.C.> -- The leading innovator of online client-servicing tools for real estate agents announced today that they have launched a new gateway into Listingbook.

Listingbook has two portals to their Web site. The first is a public-facing Web site and the second is a password protected portal for real estate agents and the consumers they give access to. Listingbook is a private community that complements any local MLS system and contains secure access to MLS data. The agent can supply reliable, personalized, current market information, and collaborate with their buyers and sellers while guiding and monitoring their activity.

The overhaul affected the public portal pages and there are no changes to the private portal. One of the biggest challenges the company says it faces is also one of their greatest attributes. "Our system is so deep and rich, full of valuable tools and powerful data," says Michael Ondrejko, the company's Senior Vice President of Operations. "It can be overwhelming and difficult for agents and consumers to grasp the advantages of our system. The launch of a new homepage strives to improve the experience for first-time visitors to the site, making it easier and more meaningful."

The external pages have been redesigned with a contemporary look, more information and friendlier navigation. Not only does the new website look better, it is also more user-friendly for consumers who find themselves on the Listingbook homepage. Buyers and sellers can easily

find an agent through the Agent Finder, gain access to Listingbook, and start the home buying or selling process.

The company is experiencing rapid and continual growth with an increase of 187% in the agent community and 241% more consumers logging in, over last year. "Since Listingbook's establishment eight years ago, we've grown a great deal, and learned a lot along the way," says Ondrejko. "Listingbook will continue to grow, learn and change. We hold ourselves to the highest standards to discover innovative ways of serving the agent & their consumers with best-in-class products to make each step in the home buying and selling process enjoyable. Everything we do is focused on delivering the highest quality product through significant advancements in interface design, relevancy, and scalability."

The company maintains that it facilitates agents in creating clients for life. With the company's product offerings and enhancements to the system, both currently and in the future, they provide agents with the tools they need to service their clients during the entire home-ownership lifecycle.

"We strive to create and improve our products to support our 'Create Clients for Life' tagline. Agents attract quality leads from our new website, nurture their prospects in their Prospect Manager and service, monitor and satisfy their buyers and sellers in their Client Manager," Ondrejko continued.

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.

Designed to complement MLS systems, Listingbook automates, tracks and analyzes client activities in an agent-managed, real-time environment that facilitates efficient collaboration and communication between agents and clients, making buying or selling a home easier and more enjoyable. Additionally, the system provides brokers and agents with important data on client activity and the ability to turbo-charge listing

promotions in a highly targeted manner. The company was founded in 1999 and has agreements in place throughout the Continental US.

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