



MEDIA RELEASE

Listingbook Receives MVP Admin Appy Award from Salesforce.com at Dreamforce '09

Honored at the 4th Annual Appy Awards for innovation in cloud computing

Greensboro, N.C., December 15, 2009 – Listingbook was honored with an Appy Award at Dreamforce '09, salesforce.com's user and developer conference. Listingbook was one of seven Appy Award winners recognized for transforming their business with the power of cloud computing. Appy Award recipients are nominated based on their innovative usage of Salesforce CRM or the Force.com platform in bringing new levels of customer success to their sales and marketing.

"We were charged to find and implement a CRM system for our marketing department. Surprisingly, we have used Salesforce.com to transform ALL of our business operations," said Listingbook's VP of Customer Facing Operations, Emily Kranz. "Not only have we improved how we communicate with and service our customers, we are generating more revenue with salesforce.com. We are honored to be Appy Award recipients, and look forward to moving even more of our business operations into the cloud."

"We were honored to present Listingbook with an Appy Award as testimony to its success," said Jim Steele, President, Worldwide Sales and Chief Customer Officer, salesforce.com. "With nearly 68,000 customers, more than 200,000 developers and thousands of partners, we are continually amazed by the innovation in the cloud computing community."

Listingbook received its award for the implementation of Salesforce CRM sales to almost every department in their company. Listingbook implemented salesforce.com for 66 users with help from only one administrator. The company also created a portal for major customers using analytical snapshots and cases.

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.

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