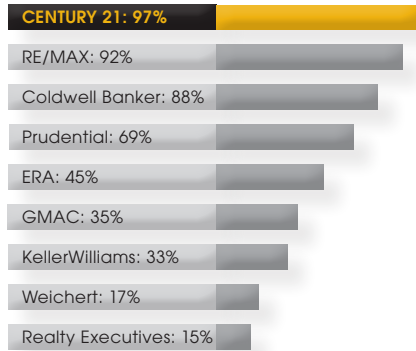


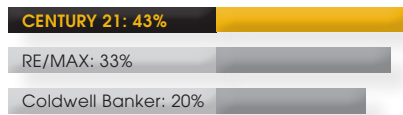


Brand Awareness and Preference 2009 Millward Brown Study

Total Brand Awareness



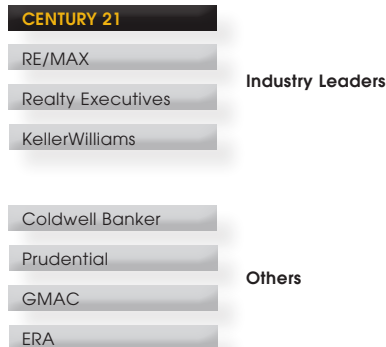
Most Recognized Brand In Real Estate



Leader in Future Consideration Preference



Leader in Likely to Recommend Preference



Great brands are built from strong communications and the delivery of world class customer service. Consumers' perception of a brand is a result of their aggregate perception of the brand communications and customer experiences.

From the promises and images communicated by CENTURY 21® online marketing, century21.com, and national events and promotions, to the delivery of those promises by our agents at the dining room table during the listing presentation through to the closing table, CENTURY 21 Brand Perception is formed.

There is good news to report regarding the CENTURY 21 2009 Brand Perception with consumers. In a very difficult and competitive environment, our brand remained strong and resilient. According to the 2009 Millward Brown Study, the CENTURY 21 Brand:

- Has almost universal **Brand Awareness**,
- Is **The Most Recognized Name In Real Estate**,
- Is an industry leader for **Future Consideration** preference among active real estate consumers, and
- Is an industry leader for **Likelihood to Recommend** preference among active real estate consumers aware of brand.

We are pleased with these results, but continue to strive to be the preferred real estate broker for **all** customers.

CENTURY 21: The Gold Standard.



Bev Thorne
Senior Vice President, Marketing
bev.thorne@century21.com

*Source: 2009 Ad Tracking Study. The survey results are based on 903 online interviews with a national random sample of adults (ages 18+) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 903 respondents at a 95% confidence level with a margin of error of +/-3.3%. The study was conducted between March 16–November 15, 2009 by Millward Brown, a leading global market research organization.