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NEWS RELEASE

FOR IMMEDIATE RELEASE

Listingbook and MLSListings, Inc. Agree to Implement System in Northern California

Greensboro, N.C., May 20, 2009 – North Carolina-based Listingbook™ is continuing to expand client-servicing to the California real estate marketplace with the announcement of a signed agreement with MLSListings Inc., based in Sunnyvale, CA. Listingbook, a leading online service that connects real estate agents and their clients, will be delivered to MLSListings' subscribers beginning this summer. In partnership with the MLS organization, Listingbook will revolutionize how Northern California homebuyers and sellers access real estate listing information and communicate with the more than 18,000 MLS subscriber brokers and agents.

The Listingbook system empowers buyers and sellers giving them the ability to search listings, manage their own listing portfolios and automatically collaborate with family or other individuals involved in the home transaction, all under the helpful guidance of their real estate agent. Listingbook automates, tracks and analyzes collaboration and communication between client and agent, resulting in happier clients and easier transactions.

"Listingbook is a high-tech and high-touch client-servicing system offering the kind of innovative, proven and reliable service we aggressively seek for our subscribers," said Jim Harrison, CEO of MLSListings, Inc.

President of Listingbook, James Barry, notes, "We are thrilled to secure our first MLS agreement in Northern California and looking forward to working with the first-class team of professionals Jim Harrison has put together at MLSListings."

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The most recent agreement expands Listingbook's nationwide reach to 30 leading MLSs, totaling nearly 450,000 agents.

"Listingbook is a virtual personal assistant not just for agents, but for their clients," Barry continued. "It identifies, analyzes and automates the delivery of meaningful real estate information from the MLS and forwards it to buyers and sellers in simple, actionable formats: creating an efficient and enjoyable real estate experience."

About Listingbook

Listingbook™ LLC, is a leading online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity, and direct marketing tools. Listingbook serves over 250,000 real estate agents nationwide and users gain access only through their licensed real estate agent. For more information about Listingbook, call (336) 722-3456 or visit www.listingbook.com or www.listingbookblog.com.

About MLSListings, Inc.

MLSListings Inc formally launched in 2007 after considerable effort to consolidate the region's MLS systems. MLSListings' goal is to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, MLSListings provides smart solutions to meet the challenges of conducting business across a large geographical area in which multiple MLS organizations with disparate rules, fee structures, and procedures inhibit the manner in which brokers and agents can effectively meet the needs of homebuyers. Recently, MLSListings partnered with neighboring MLS's to launch a data share and free reciprocal access across 18 Northern California counties.

MLSListings represents more than 18,000 MLS subscribers. MLSListings is governed by the brokerage community, and owned by Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®.

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