



PRESS RELEASE

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**NCREX CHANGES NAME TO *MLSLISTINGS*[®] AS CALIFORNIA MLS
CONSOLIDATION MOVES FORWARD**

Sunnyvale, Calif. (November 26, 2007) -- Northern California Real Estate Exchange (NCREX), a non-profit organization leading the consolidation of the Multiple Listing Service (MLS) today announced it has changed its corporate operating name to MLSListings Inc. to co-brand with its already popular consumer website, MLSListings.com, a site that attracts tens of thousands of unique visitors each day and millions of page views each month.

The name change to MLSListings comes on the heels of the company's September 12 launch, its acquisition of MLS providers RE InfoLink and Central Valley MLS, and the appointment of President and CEO James Harrison.

Serving REALTORS[®]

As participants in data sharing for more than a decade, the participating MLSs and the agents and brokers they serve recognized the need to eliminate redundancy, streamline information flow and simplify the work of real estate professionals.

"Data consolidation is where experts in the real estate profession believe the industry needs to go," said James Harrison, President and CEO of MLSListings. "Other very successful models exist around the country and California is behind the curve in making this happen. We need to de-politicize the process for the best interests of the agents and the consumer and make consolidation happen NOW."

MLSListings' charter is to provide comprehensive real estate listing data in a single format for one fee to its subscribers. Its services include 24-hour, seven-days-a-week technical support, advanced search, mapping and report tools, hands-on and web-based training, and a highly trafficked consumer site at MLSListings.com. MLSListings Inc. operates as a non-profit, using subscriber fees to further enhance the site and services. Enhancements include future upgrades to make MLSListings.com even more effective in delivering free leads to its brokers and agents.

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MLSListings

Serving Consumers

MLSListings.com has been a successful public site operating under RE InfoLink since 1994. It is one of the most popular search sites for open houses and current listings and receives high marks from consumers due to the accuracy of the data, which is updated every 15 minutes. The site, which has not been widely advertised, is considered by those polled in a recent survey to be far better than many of its big budget competitors where much of the data is outdated or inaccurate. MLSListings.com is now the domain of MLSListings Inc.

“By offering the real estate professional a comprehensive site for real estate listings, and also folding in the public site where consumers can get up to date information at their fingertips, we are empowering everyone involved in the process of buying or selling a home,” says Harrison. “We are inviting all MLSs to be a part of this data consolidation effort. As territories, regions and business in general becomes more and more global, we have to adapt our methodology to match the marketplace. We believe MLSListings is well on the way to achieving this next step in the evolution of our profession.”

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About MLSListings Inc.

MLSListings Inc. formally launched in 2007 after considerable effort to consolidate the region's MLS systems, and is now one of the largest MLSs in the nation. MLSListings is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, MLSListings provides a smart and simple solution 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. MLSListings formally acquired RE InfoLink and Central Valley MLS in 2007 and continues to work with neighboring MLS providers to enhance MLS consolidation. MLSListings represents nearly 23,000 MLS subscribers and, in 2006, facilitated more than \$50 billion in real estate transactions through its service.