

Press Release

Prudential Florida Expands Global Market Presence with
The International Realty

**Prudential Florida Realty Joins The International Realty in Creating
New Global Marketing Exposure for Florida Properties**

Los Angeles, CA, January 12, 2011: Prudential Florida Realty has partnered with TheInternationalRealty.com to provide even greater global exposure for the marketing of the company's Florida properties. The International MLS provided by TheInternationalRealty.com provides an international MLS (Multiple Listing Service) with over 100,000 properties in 35 countries. Prudential Florida Realty is the first brokerage in the United States to provide property listings company wide on this new global portal. In addition, Prudential Florida Realty will be adding an International Search section to the company's website through TheInternationalRealty.com to be able to provide a truly global property search experience for any consumer looking to buy, sell, or invest in real estate worldwide.

The sophisticated technology platform of TheInternationalRealty.com is a referral based system. Carefully selected real estate agencies worldwide post and update their listings and agree to a trusted business model where consumers will effectively and responsively be communicated with by real estate professionals on a timely basis.

"The International MLS allows real estate brokers from around the world to not only market their properties globally but also ensure that consumers are followed up with immediately by the person who knows the most about the properties or areas they are interested in purchasing," said TheInternationalRealty.com CEO Dr. Daniel Nussbaum. "With The International MLS, all of the consumers are directed back to the agencies which have supplied the property listings on a fully automated basis, so it varies from the traditional MLS as commonly known. We partnered with Prudential Florida Realty as our first USA company because of their reputation, integrity and strength in the Florida real estate market. We know that demand from Europe and South America would help drive

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customers to their properties. As one of the premier real estate brokerages in the USA, we are confident that the customers will be very well represented by Prudential Florida Realty."

"It is our responsibility and commitment to our customers that we effectively market and promote our properties for sale and fairly and respectfully assist consumers looking to buy properties in Florida. By increasing our exposure globally through TheInternationalRealty.com, we can reach buyers from anywhere. With its warm climate, exciting and diverse culture, plus infinite social activities, Florida is a desirable destination worldwide. With our complete "Family of Services", we can offer every buyer access to financing, insurance, and closing services therefore providing a true full service real estate experience. We look forward to our new partnership and the global opportunities it brings," said Rei L. Mesa, President and Chief Executive Officer, Prudential Florida Realty, Florida Real Estate Services.

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About The International Realty, Inc.

The International Realty, Inc. is a privately held real estate company based in Los Angeles, California, USA that has almost 100,000 property listings in 35 countries and more than 300 new home developments in 25 countries making it the most complete database of property listings in the world. Property listings are imported via electronic XML data feeds from TOP selected global agencies so that they can increase sales for agencies and empower all agents and brokers to display international property listings knowing that commissions can be made on any sale which is generated by their IMLS search. Information on The International Realty, Inc. and all its services are available at www.theinternationalrealty.com.

About Prudential Florida Realty

Prudential Florida Realty, Florida Real Estate Services is the # 1 Prudential affiliate in Florida and has over 40 locations and more than 1,800 real estate associates throughout Florida. Since its inception in 1999, the company has quickly become the 2nd largest residential real estate brokerage in Florida and is ranked the 26th largest residential real estate firm in the nation based on sales volume. It is also the 6th largest brokerage in the nation among the Prudential Network brokers across North America. The company offers residential and commercial services as well as seasonal rentals, property management, REO & Foreclosures, corporate relocations, referral services, mortgage, title, insurance and home warranty services. Prudential Florida Realty, Florida Real Estate Services includes Prudential Florida

Realty, Florida Home Finance Group, an affiliate of Wells Fargo Home Mortgage, Florida Title & Guarantee and Florida Home & General Lines Insurance. Prudential Florida Realty, Florida Real Estate Services is proud to be recognized as the #1 Fundraiser for The Sunshine Kids in Florida and in the top 3 nationwide raising over \$1.97 million since 2001. For more information, visit www.prudentialfloridarealty.com.