



GIBBS & SOELL, INC.
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GIBBS & SOELL PUBLIC RELATIONS AWARDED ERA REAL ESTATE ACCOUNT

Key Messages:

- Gibbs & Soell Public Relations expands consumer lifestyle and building solutions practice with account win.
- ERA® Real Estate represents global leadership and technological innovation in the real estate industry.
- Gibbs & Soell will help ERA Real Estate reach out to its network of more than 34,000 brokers and sales associates, and home buyers and home owners, through the development of grass roots public relations and media relations efforts.

NEW YORK, January 13, 2009 – ERA Franchise Systems LLC, a global leader in the real estate market, has named Gibbs & Soell Inc. its public relations agency of record. **Gibbs & Soell** will work to promote the company and its brand to home buyers, home sellers and home owners worldwide.

ERA Real Estate is a global real estate franchise company with more than 30 years of experience in developing consumer-oriented products and services. ERA Real Estate is a subsidiary of Realogy Corporation. The ERA Real Estate network includes more than 34,000 brokers and sales associates, and approximately 2,800 offices throughout the United States and 50 other countries and territories. Gibbs & Soell will provide its communications expertise to increase ERA Real Estate's visibility and leadership positioning in the national and local markets it serves through the development of grass roots public relations and media relations efforts.

"The ERA brand is synonymous with providing real estate professionals and customers with outstanding service and results-oriented communications efforts, which are signature strengths shared by Gibbs & Soell," said P.J. Martin Smith, senior vice president of marketing for ERA Real Estate. "We look forward to working with Gibbs & Soell on further solidifying the leadership role of ERA in the real estate market and developing programs that will help our affiliates increase their own brand awareness locally."

"We are very excited to embark on this partnership with ERA," added Cos Mallozzi, chief executive officer of Gibbs & Soell. "Our communications strategists are well versed in the business dynamics of the real estate industry and will help ERA build even stronger relationships with its customers and partners."

ERA Real Estate joins a growing roster of top-tier clients that have selected Gibbs & Soell to provide strategic counsel and develop communications programs for the **consumer lifestyle** and

building solutions markets, including: American Society of Home Inspectors, American Woodmark, CMI (CraftMaster®), Delta Faucet Company, Firestone Building Products, Kaldewei, and Schindler Elevators.

Founded in 1971, Gibbs & Soell is the 12th largest independent public relations agency in the U.S. (*O'Dwyer's* 2008 PR Agency Report). Headquartered in New York City, Gibbs & Soell has full-service offices in Chicago and Raleigh. The agency's European operation, G&S GmbH, is headquartered in Zurich. Pacific Rim partners include Cosmo PR in Tokyo and Inhere Communications in Beijing and Shanghai. G&S' Latin American partner is BitnerGoodman. For more information, please visit www.gibbs-soell.com.

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