



INTERO GOES INTERNATIONAL WITH JAVIER PARRAGA

Former Realogy Executive Joins The Intero Team To Expand Company Worldwide



CUPERTINO, CA (JULY 16, 2009) – International franchise veteran Javier Parraga, a former top executive with real estate conglomerate Realogy Corporation, has joined the Intero® family of companies as President of Intero International Franchise Services, Inc. (Intero). Parraga has been tasked by Bob Moles, Chairman and Gino Blefari, President and CEO, to expand the Intero® brand worldwide.

After leaving as an executive vice president of Realogy Corporation, Parraga took some time off and has now chosen to embark on a new venture with Intero; the number one real estate company in Silicon Valley. An accomplished strategist and sales professional, his vision and international expertise on franchise development within the real estate sector has driven notable growth and network expansion throughout the world. Since joining HFS (which became Cendant and is now Realogy) in 1996 he has successfully negotiated and signed over 100 master franchise agreements covering over 150 countries and territories. As a result of Mr. Parraga's hard work, more than 6,500 offices outside the U.S. are now affiliated with Realogy's brands.

"I'm thrilled to now be a part of the Intero team," Parraga said in a statement today. "And I'm excited about the opportunity to bring this successful and innovative brand into the Asia Pacific, Europe, Middle East and Central and South America regions."

Parraga's connection with Intero stems from his relationship with Bob Moles. Moles and Parraga were instrumental in the formation and development of Cendant's (now Realogy) Global Services department. When he was Chairman of Cendant's Real Estate Franchise Group, Moles originally assigned Parraga responsibility for the development of Cendant's real estate brands throughout the world. "Javier is the finest International Franchise sales executive I have ever met in the world. It was a privilege to work with him for seven years at Cendant," said Moles. "Now, we are honored to have Javier's leadership as Intero International Franchise Services embarks on growing the Intero® brand around the world."

Under the leadership of Blefari and Moles, the Intero brand has grown from one office to more than 50 company-owned and franchised offices in less than 7 years, encompassing more than 2,000 agents. Today, the Intero system has offices in California, Colorado, Nevada, Texas and Mexico. "I could not be more excited for Intero and the opportunity that lies ahead for us internationally under the leadership of Javier," said Blefari.

Born in Ecuador as the youngest of seven siblings, Parraga immigrated with his family to the United States at the age of 3. He was raised in Silver Spring, Maryland, a suburb of Washington, D.C.

To schedule an exclusive interview with Gino Blefari or Javier Parraga contact Teresa Francis at +1 408 342 3010 or email Teresa at tfrancis@interorealestate.com.