



Javier Parraga, Intero International President Announces Al Mendoza as Managing Director of Intero Asia Pacific

Former Realogy® Senior International Sales Executive Partners with Intero International Franchise Services, LLC to Expand Company Worldwide



CUPERTINO, CA (JULY 23, 2009) – International franchise sales veteran Albert V. Mendoza has teamed with Intero International Franchise Services, LLC (“Intero International”) as Managing Director of Intero Asia Pacific. Mendoza and Javier Parraga, President of Intero International, have reached an agreement that permits Mendoza to expand the INTERO® brand throughout Asia and the Pacific Rim.

Over the course of a 10-year career involving franchise development, Mendoza has earned a reputation as an accomplished deal maker and detail-oriented sales executive with expertise in mergers/acquisitions, financial analysis, new business development, sales strategies and leadership. As a former vice president of International Development for real estate conglomerate Realogy Corporation, he was responsible for the development of Century 21®, Coldwell Banker®, ERA®, and Better Homes and Gardens® real estate brands throughout Asia Pacific. Mendoza has successfully initiated and completed numerous mergers and acquisitions, negotiated and finalized over 40 U.S. and international franchise agreements.

“I am honored to work with Intero International in its efforts to expand in Asia Pacific,” Mendoza said in a statement today. “I am pleased to be part of a team with relevant global business experience, a thorough understanding of successful international franchising, and a true connection with the current challenges facing real estate brokerage operations.”

“We are thrilled to have reached agreement with AI to be our partner in the Asia Pacific region,” Parraga said. “AI is a seasoned international franchising veteran with extensive experience in the Asia Pacific markets and it is great that he agreed to assist us in growing Intero internationally. His extraordinary expertise in these areas along with his high level of professionalism will lead us to having the Intero brand become a household name in the Asia Pacific region.” Bob Moles, Chairman of Intero stated “I have always known AI as having a dynamic track record in this business and am excited that he has joined the Intero family, further strengthening the Intero management team and International’s commitment to grow the Intero brand world wide.”

Recently Intero Real Estate Services surpassed the Coldwell Banker brand to become the top real estate company by market share in Silicon Valley. The success of the Intero brand has been further recognized by being voted as the #1 residential real estate company in Silicon Valley by The San Jose Mercury News. Gino Blefari, President and CEO of Intero added “The Asia Pacific region is economically the most robust and dynamic region of the world. I am confident the INTERO® brand will achieve the same success in Asia as it has achieved in Silicon Valley.”