



Intero International Announces Expansion into Asia-Pacific Region

Rapidly expanding company launches franchise effort in Singapore and Hong Kong

CUPERTINO, CA (JULY 30, 2009) – Intero International Franchise Services, LLC (“Intero International”), a company affiliated with Intero Real Estate Services, Inc. (“Intero,”) recognized as one of the fastest-growing and most innovative brokerages in the industry, announced today that it has reached an agreement that permits Intero International to expand the INTERO® brand throughout Asia and the Pacific Rim. The new Intero Asia Pacific will offer master franchise opportunities to select regions beginning in Singapore in August and Hong Kong in September. Intero will partner with real estate entrepreneurs, agency owners and top agents capable of building a profitable operation and eager to break from the old brokerage paradigm.

Intero International is led by President Javier Parraga, a former top executive with Realogy Corporation. During his tenure with HFS (which became Cendant and is now Realogy) Parraga successfully negotiated and signed over 100 master franchise agreements covering over 150 countries and territories. As a result, more than 6,500 offices outside the U.S. are now affiliated with Realogy’s brands. Intero Asia Pacific is led by Albert V. Mendoza also a former international sales executive with Realogy.

“Parraga and Mendoza’s reputation precedes them globally,” said Intero Chairman Bob Moles. “They are known internationally as accomplished strategists and sales professionals. Their vision and international expertise on franchise development within the real estate sector has driven notable growth and network expansion throughout the world.”

“Intero was born in Silicon Valley, which is a crossroads of innovation for the entire Pacific Rim,” said Intero President and CEO Gino Blefari. “This is a natural move for us and one we are uniquely equipped to execute successfully.”

The INTERO® organization is led by a team of real estate innovators Gino Blefari, President and CEO, Bob Moles, Chairman, Tom Tognoli, Chief Operating Officer, and John Thompson, Vice President and Managing Officer. Under their direction Intero has grown at an unprecedented pace, going from one office to more than 40 company owned and franchise offices and more than 1,800 agents in less than seven years. “Intero has become known for its unique culture and innovations that have influenced the industry as a whole,” elaborates Thompson.

“Intero is an Italian word for ‘whole’ and ‘complete,’ and reflects our vision for a new kind of real estate brokerage,” said Tognoli. “We offer everything, from cutting edge technology to proven training and recruiting programs. We will work with each market to appropriately adopt our best practices for the Asia Pacific marketplace.”

Master Franchisees who affiliate with Intero International will have exclusive territory rights. They will manage the growth of their organization, distribution of new offices, development of preferred alliances and strategies for recruiting top agents and managers.

Says Mendoza, the Managing Director of Intero Asia Pacific, “With more than 1,500 U.S. companies and an English-speaking population, Singapore is a natural founding member territory for Intero. I look forward to helping entrepreneurs and top agents seize the opportunity to build a brand that will compete with the region’s dominant real estate service providers.”

Mendoza will visit Singapore August 4-12, 2009.

For more information on master franchising opportunities in Asia Pacific visit www.InteroAsiaPacific.com or contact Al Mendoza at +1 760 855 7525 or email amendoza@interorealestate.com or Javier Parraga at +1 973 714 9576 or email jparraga@interorealestate.com.