



INTERO REAL ESTATE SERVICES, Inc. expands brand awareness in Asia Pacific with PropGO.com and PropGOLuxury.com

PropGO.com and Intero team together

Cupertino, CA (November 13, 2009) – Intero Real Estate Services, Inc. (“Intero®”) (<http://www.interorealestate.com>), a real estate brokerage firm that has leveraged technology to grow from its Silicon Valley roots to international prominence, and Asia’s leading online real estate media group, Asia Interactive Corp, which owns PropGO.com (<http://PropGO.com>) and PropGOLuxury.com (<http://www.PropGOLuxury.com>) brands, have announced today that they have teamed together to bring Intero franchisees, brokers and realtors alike expanded global exposure for their property listings. The Intero® brand, which launched its Asia-Pacific division earlier this year, has already initiated sending all of its luxury property listings to both the <http://PropGO.com> & <http://www.PropGOLuxury.com> sites. Intero is one of the first U.S. – based real estate brands to gain Asian distribution through Asia Interactive Corp (the only U.S. based online real estate company with operations in Asia).

“This represents a major milestone in our expansion into the Asia-Pacific region, giving us access to a huge audience of buyers throughout the area,” said Al Mendoza, Managing Director of Intero Asia-Pacific, Intero International Franchise Services, LLC.’s independent partner in the Asia-Pacific Region. “Intero was one of the first real estate companies to embrace online distribution of listings in the United States and we intend to once again lead the pack in seizing the online opportunity in Asia.”

“Interest in American property in the Asia-Pacific region has increased dramatically in the past year as Asian buyers take advantage of the weak U.S. Dollar and declining housing prices. Furthermore, affluent Chinese see international property investment as a ‘wealth diversification’ play and effective channel to expatriate their large cash reserves.” said George Varvitsiotis, CEO of Asia Interactive Corp, “We are excited at the opportunity to partner with a large and growing U.S. based company who understands and recognizes the opportunity in Asia. Intero will set the trend as more U.S. based Real Estate agencies will realize the advantages of having exposure to affluent China and Asia based property investors.

Intero will soon distribute all of its property listings to PropGO.com as well, which has no pricing threshold on listings displayed.

“This deal is important to us on two fronts: It cements our position as a new brand in the Asia Pacific region and it provides our American sellers with access to an active and growing pool of buyers throughout Southeast Asia and mainland China,” said Intero President and CEO Gino Blefari. “Real estate is now a global enterprise and our reach cannot be limited by borders.”

Intero Asia-Pacific offers entrepreneurs in the region the opportunity to affiliate with one of the world’s most innovative real estate brands. The Intero® focus on technology, training and superior systems led it to become the fastest organically grown real estate brokerage in U.S. history.