



NEWS RELEASE

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For Immediate Release

COLDWELL BANKER BAIN AND COLDWELL BANKER BARBARA SUE SEAL PROPERTIES ANNOUNCE CONSUMER WEB TOOL TO SHARE LISTINGS ON SOCIAL MEDIA SITES

SEATTLE (July 9, 2009) – Coldwell Banker Bain (CBBain) and Coldwell Banker Barbara Sue Seal Properties (CBSeal), leading providers of real estate brokerage services in the Pacific Northwest, announced today a new tool that will allow consumers to post listings from the CBBain and CBSeal Web site, including those of other brokerages, directly to Facebook and Twitter. The tool will be live on CBBain.com and CBSeal.com as of Friday, July 10.

Visitors to the site will find the Facebook and Twitter icons under each property listing. When a user selects one of the icons, a separate window opens prompting them to log into their account. Once logged in, the tool automatically generates a link to the property, additional details about the property and, for Facebook, the option to include the main property photo. Users can also add personal comments to the posting. When they click “share,” all the information is posted to their page.

CBBain and CBSeal recognize that social media is a valuable tool for consumers to share information about a home they have on the market or homes they are interested in purchasing. “We know our clients are connecting with family and friends on social media sites more than ever,” said Dick Fulton, executive vice president of CBBain and CBSeal. “So it was important that we create a tool for them that makes it easy to share information about their real estate interests and activities.”

About Coldwell Banker Bain

Since 1906, the Coldwell Banker® organization has been the premier provider of full-service real estate. The Coldwell Banker system has more than 3,500 residential and commercial real estate offices with over 105,000 sales

associates globally. The company is an industry leader in residential real estate, new homes, and luxury properties. For the past 37 years, this legacy of success has been carried on in the Pacific Northwest by Coldwell Banker Bain. Operating as Coldwell Banker Bain in the Greater Puget Sound region and as Coldwell Banker Barbara Sue Seal Properties in the Portland/Vancouver metropolitan area, the company has had the highest volume of any Coldwell Banker affiliate for five out of the past six years. The company consistently ranks among the Top 20 Real Estate Companies in the nation as cited by *Real Trends* and RIS Media's *Real Estate*.

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