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NEWS RELEASE

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For Immediate Release:

COLDWELL BANKER® INTRANET SITE NAMED AS ONE OF WORLD'S BEST

Nielsen Norman Group Includes www.coldwellbankerworks.com in its "Intranet Design Annual 2008: The Year's 10 Best Intranets" Report

PARSIPPANY, N.J. (Jan. 8, 2008) – Coldwell Banker Real Estate LLC, long noted for its online innovations in the real estate industry, was honored recently by the Nielsen Norman Group for its intranet site, www.coldwellbankerworks.com, available exclusively to **Coldwell Banker®** real estate professionals. Nielsen Norman Group included www.coldwellbankerworks.com on its list of the top 10 intranet sites in the world, joining such other noted organizations as Bank of America, Barnes & Noble, British Airways, Campbell Soup Company and IKEA North America Service.

The **Coldwell Banker** intranet site houses the brand's critical news and updates, marketing materials, educational courses and other programs. **Coldwell Banker** overhauled its previous intranet site and unveiled www.coldwellbankerworks.com in May 2007. All materials are now bundled under five critical areas on the site, "Get Listings," "Sell Listings," "Promote," "Manage My Business," and "Learn," to allow the more than 120,000 **Coldwell Banker** sales associates in 46 countries easier accessibility to information pertinent to them. The site also features a large array of streaming video content and personalized business trackers. Traffic to www.coldwellbankerworks.com is up more than 30% over its predecessor site CBNet.

Already more than 120 **Coldwell Banker** affiliated companies have taken advantage of the free www.coldwellbankerworks.com template that allows them to integrate their local content into the national site.

"We put a lot of time and energy into the development of www.coldwellbankerworks.com and the **Coldwell Banker** system has responded with great enthusiasm for the site," said Charlie Young, chief operating officer of Coldwell Banker Real Estate LLC. "To be named as one of the world's best intranet sites is a tribute to our internal communications and Internet marketing groups that worked hard to maximize content and technological capabilities to create an effective and enjoyable user experience. **Coldwell Banker** affiliated companies that are utilizing www.coldwellbankerworks.com as their own local intranet have also benefited from the ease of use. Broker/owners and managers are able to include their own news, announcements and program launches with the robust national program to give them a powerful internal presence."

Nielsen Norman Group's 365-page report entitled "Intranet Design Annual 2008: The Year's 10 Best Intranets," co-authored by Nielsen Norman Group director of research Kara Pernice, co-founder Jakob Nielsen, and researcher Patty Caya, included organizations based in six different countries and have employee populations ranging in size from 200 to 200,000. The full list includes: Bank of America (U.S.); Bankinter S.A. (Spain); Barnes & Noble (U.S.); British Airways (U.K.); Campbell Soup Company (U.S.); Coldwell Banker Real Estate LLC (U.S.); IKEA North America Service, LLC, (U.S.); Ministry of Transport (New Zealand); New South Wales Department of Primary Industries (Australia); SAP AG (Germany).

"This year's stellar intranets covered all the basics, but presented them better than we've ever seen before," said Kara Pernice, director of research, Nielsen Norman Group. "The quality level has definitely gone up."

About Nielsen Norman Group

Nielsen Norman Group (<http://www.nngroup.com>) is a user-experience research firm that advises companies on how to succeed through human-centered design of products and services. Nielsen Norman Group principals Jakob Nielsen, Don Norman and Bruce "Tog" Tognazzini are each world-renowned experts in usability and human use of technology. Besides authoring books and evangelizing about user experience, they and the other user-experience specialists at Nielsen Norman Group offer high-level strategic consultation on usability of websites, consumer products, software designs and anything else that needs to be easy-to-use.

About Coldwell Banker®

Since 1906, the **Coldwell Banker®** organization has been a premier full-service real estate provider. In 2007, *Franchise Times* magazine's prestigious Top 200 issue ranked the **Coldwell Banker** system No. 1 in real estate for the eighth straight year and 12th among franchisors in all industries. The **Coldwell Banker** System has approximately 3,800 residential real estate offices and nearly 120,000 sales associates in 46 countries and territories. The **Coldwell Banker** System is a leader in the industry in residential and commercial real estate, and in niche markets such as resort, new home and luxury property through its **Coldwell Banker Previews International®** division. It is a pioneer in consumer services with its **Coldwell Banker Concierge®** Service Program and award-winning Web site, www.coldwellbanker.com. **Coldwell Banker** Mortgage is one of the largest telephone/Web-based lenders in the country. Coldwell Banker Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. **Coldwell Banker®** is a registered trademark licensed to Coldwell Banker Real Estate LLC. Each office is independently owned and operated.

About Coldwell Banker Preferred

Coldwell Banker Preferred is a Chairman's Circle Company and independently owned franchise of Coldwell Banker Corporation, a subsidiary of Realogy Corporation, the world's largest real estate franchiser. Coldwell Banker Preferred provides real estate services, including both residential and commercial real estate, with a comprehensive, award winning relocation division, Previews International®, Concierge, New Homes, mortgage and title services. Since 1975, the company has successfully provided real estate services in the Delaware Valley. Coldwell Banker Preferred is ranked in the top 1% of all Coldwell Banker franchise companies worldwide. Offices are located in Center City Philadelphia, surrounding suburbs and Wilmington, Delaware. For more information visit: www.CBpref.com

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