

Robinson

Sotheby's
INTERNATIONAL REALTY

FOR IMMEDIATE RELEASE

**Sotheby's International Realty Welcomes Firm
Serving Greater Cincinnati, Northern Kentucky.**

CINCINNATI (Oct. 8, 2010) – Sotheby's International Realty Affiliates LLC today announced that Robinson Realtors of Cincinnati, is the newest member of its real estate network.

The firm now will do business as Robinson Sotheby's International Realty and continues to be owned by Lee G. Robinson, serving the Greater Cincinnati and Northern Kentucky markets.

"Robinson Realtors and its distinguished sales associates are well established in the community, serving discerning clients for nearly 25 years with expertise, integrity and dedication," said Philip White, president and chief operating officer, Sotheby's International Realty Affiliates LLC. "We are proud to have them represent our brand in this unique and key market, which offers its residents extraordinary architecture, history and culture."

The firm's office is located at 2724 Observatory Avenue in Cincinnati, Ohio.

"We are committed to delivering the highest quality real estate services to our clients, an objective that the Sotheby's International Realty brand supports and stands for," said Robinson. "Our professionals have over 200 years of combined real estate experience and are singularly focused on achieving the goals of our valued customers."

The Sotheby's International Realty network currently has more than 10,900 sales associates located in approximately 500 offices in 37 countries and territories worldwide. Robinson Sotheby's International Realty listing will be marketed on the SothebysRealty.com global website. In addition to the referral opportunities and widened exposure generated from this source, the firm's brokers and clients will benefit from an association with the Sotheby's auction house and worldwide Sotheby's International Realty marketing programs.

About Sotheby's International Realty Affiliates LLC

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most qualified clientele. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the Sotheby's International Realty name and the development of a full franchise system by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit www.sothebysrealty.com.

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