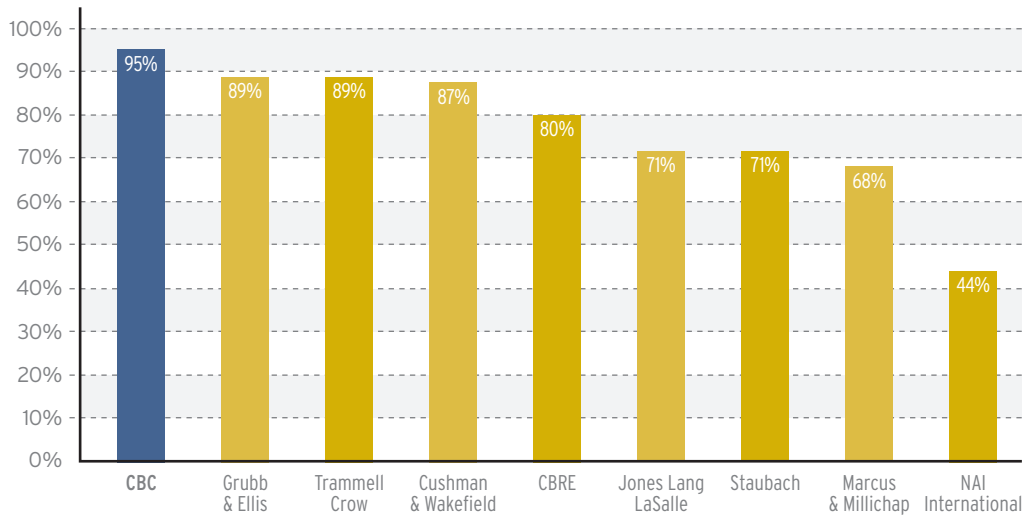


Leading the way in Name Recognition— 2007 Coldwell Banker Commercial® Brand Awareness Update

Coldwell Banker Commercial continues to remain an industry leader among commercial real estate service providers. The results below detail the Coldwell Banker Commercial brand's leadership position in aided brand awareness among small business owners, corporate users and commercial real estate developers.

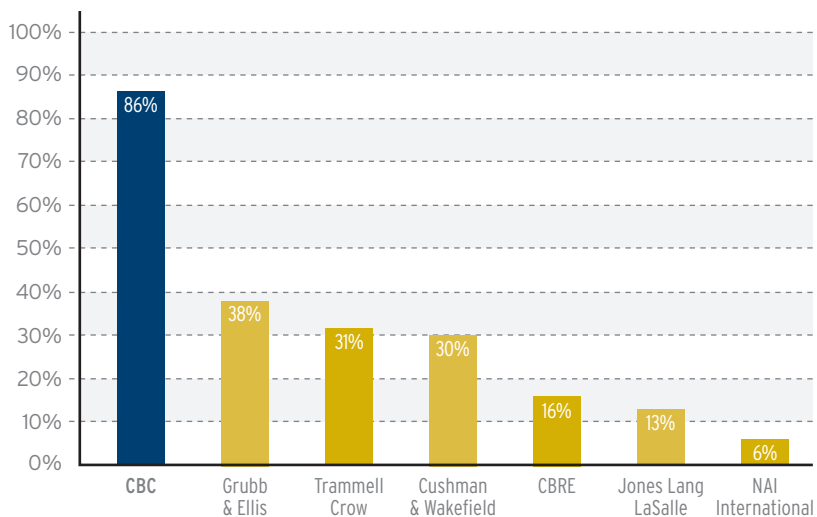
Corporate Users*

"Which commercial real estate companies have you heard of?"



Small Business Owners**

"Please indicate which commercial real estate companies you have seen or heard of:"



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The Coldwell Banker Commercial Brand Awareness and Positioning Surveys were conducted via the Internet by Essential Resources LLC. *Corporate Users: One source list was used to reach corporate real estate decision makers and was conducted on 12/13/06 and 1/9/07. The source list was from Commercial Property News. A total of 160 respondents answered the survey. All significant differences are noted at a 95% confidence level. Sampling error of ± 7.7%. **Small Business Owners: Two source lists were used to reach small business owners (not including home office and virtual companies) as was conducted on 12/12/06, 12/13/06 and 1/9/07. The first list was a Small Business Solution E-mail Database from BNP Media. The second list was from VNU Business Media Executive Database. A total of 94 respondents answered the survey. All significant differences are noted at a 95% confidence level. Sampling error of ± 10.1%.