

Editorial Contact:

Andy Baron/Jen Wolfrom
PAN Communications
(978) 474-1900
listingbook@pancomm.com

LISTINGBOOK NAMES NATIONALLY RECOGNIZED REAL ESTATE EXPERT AS EXECUTIVE VICE PRESIDENT AND COO

*Ira Luntz joins premier real estate information services company;
Reunites with former colleague to strengthen company's experienced executive team*

WASHINGTON, D.C., May 16, 2007 – Bolstering its increasingly seasoned executive team, Listingbook™, a leading online service that connects real estate agents and their clients, today announced at the 2007 National Association of REALTORS® Midyear Trade Expo here the hiring of an accomplished real estate executive who will deepen the company's technology offerings.

*Listingbook is located at Booth No. 1115 at the
2007 National Association of REALTORS® Midyear Trade Expo.*

Ira Luntz, 57, has been named executive vice president and chief operations officer. In his role, Luntz will ensure the smooth installation of Listingbook technology with various multiple listing services throughout the United States and Canada. As Listingbook grows and establishes agreements with more MLS organizations nationwide, Luntz said, it will be critical for installations to go smoothly.

Luntz is impressed with the Listingbook offerings. "One of the most exciting things about Listingbook is that we are building a web community," said Luntz, a New York native. "One thing that always has been lacking in real estate has been consistent communication. With Listingbook, we're putting dealings between the agent and consumer and broker together in a secure relationship through technology. Listingbook has an exceptionally rich and market-proven application."

Listingbook enables REALTORS® to be able to provide their clients with a new way of communicating, collaborating, and accessing real-time real estate information. Since beginning to market the system last year, Listingbook has now established a solid foundation with six multiple listing services throughout the country.

Listingbook has been in daily operation in the Triad region of North Carolina since 2000. With its unique, market-proven capability to bring together buyers and sellers, Listingbook has created a web-enabled real estate community with the agent at the center of the transaction. The Listingbook client servicing product complements any local

REALTOR® MLS system and allows secure access to MLS data only when an agent provides a client account for a buyer or seller. The agent is then able to supply reliable, personalized, current market information, and interact with buyers and sellers while guiding and monitoring their activity

For the past year, Luntz, a 26-year real estate veteran, has worked as president and CEO of Visient Corp., a privately held real estate data and technology company based in Sarasota, Fla. At Visient, Luntz raised capital and expanded its sales and marketing efforts and was instrumental in providing web-based information systems to real estate brokers nationwide.

Listingbook President James Barry noted that Luntz is a proven operating executive and one of the most accomplished and innovative individuals in the industry today. “We are truly excited to have a person of Ira’s deep experience and successful track record leading the implementation of the Listingbook system throughout North America,” said Barry.

Luntz said he was attracted to Listingbook in part by the opportunity to work again with Todd Colthorp, Listingbook’s vice president of sales and new business development who joined the company in 2006. In 1982, Luntz and Colthorp co-founded BORIS Systems, a software company in East Lansing, Mich., that produced MLS software used by real estate agents as their primary business tool.

“Working with Todd again is going to be a thrill,” said Luntz. “That opportunity, plus the chance to make an impact on a national level, is very exciting.”

Luntz, the current president of the Real Estate Information Professionals Association, has a significant real estate pedigree. From 2003 to 2005, he served as president and CEO of Threewise Corp. of Morgantown, W.V., which specializes in handheld mobile and wireless devices as well as back-office tools that manage and secure the distribution of MLS data. At Threewise, Luntz raised more than \$3 million in venture capital and was instrumental in the development of the company.

From 2001 to 2003, he worked as senior vice president of Fidelity National Information Systems in Irvine, Calif. In that role, Luntz managed more than 70 people, \$30 million in revenues, eight major product lines, and provided daily business-to-business services to more than 300,000 REALTORS®. From 1999 to 2001, Luntz worked at HomeSeekers.com, where he spearheaded the creation of a new Internet MLS system and teamed with Colthorp to successfully deploy to more than 100,000 REALTORS®. Luntz later served as COO of HomeSeekers.com, portions of which were eventually acquired by Fidelity National.

In the late 1990s, Luntz was a co-founder and president of Clarity Consulting, a premier real estate information consulting company. He consulted with many of the world’s largest MLS organizations, including the Toronto Real Estate Board, the MLS of

Northern Illinois and the Metropolitan Regional Information System, composed of Virginia, Maryland and Washington, D.C.

Luntz graduated from Boston University in 1971 with a bachelor's degree in psychology and communications. He had earlier studied chemical engineering at Case Western Reserve University in Cleveland. Luntz and his wife have two sons.

###

About Listingbook

Listingbook™ LLC, based in Greensboro, N.C., is an online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools. Listingbook has qualified users who gain access only through their licensed real estate agent. Listingbook is the first-ever web-based community of qualified buyers and sellers, brokers and agents and home service professionals. Listingbook was founded in 1999 and has agreements in place with MLS' in North Carolina, Michigan, Florida and California now totaling 86,000 agents, who will have access to this private real estate community portal.

For more information about Listingbook, call 336-722-3456 x101 or visit www.listingbook.com.