

Draft – Not For Release

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New President Takes Helm At Listingbook

*Johnson will lead daily operations at the nation's
pre-eminent real estate client servicing and search provider*

Greensboro, N.C. – March 18, 2013 – Kenneth Johnson – a visionary entrepreneur and business leader – has been named President of [Listingbook LLC](#), a software-as-a-service real estate platform that connects nearly 200,000 real estate agents to their clients in 70 real estate markets throughout the United States.

The appointment was announced by Listingbook CEO Randall Kaplan, who first engaged Johnson as a business adviser in 2011, and felt a more permanent relationship with Johnson was warranted.

“Kenneth brings to Listingbook great strengths in the areas of leadership and organizational development, as he has demonstrated in his previous association with Listingbook,” Kaplan said. “With a sustained recovery in the nation’s real estate market growing more certain, we want to make sure that as many agents as possible benefit from what we feel is the very best client servicing tool and search platform. Kenneth will ensure that our efforts are coordinated so that our product always exceeds the expectations of today, while being well-situated for the demands that tomorrow will bring.”

Johnson’s first task will be to continue the rollout of Listingbook’s next-generation platform, Listingbook AI. Featuring enhanced map and advanced searching features as well as a suite of new agent/client collaboration tools, Listingbook AI will soon be available to more than 600,000 real estate agents who are offered access to Listingbook through their region’s multiple listing service (MLS). The Company also plans to continue expanding its MLS relationships across the country.

“We hear repeatedly from our real estate agent-partners across the nation that they couldn’t manage their business without Listingbook,” said Johnson. “That means the bar has been set quite high for us, and the agents are counting on us to stay head of the

curve and to provide innovations that allow them to manage more clients, more listings – and more sales.”

Johnson’s 23-year career in software development and information technology has included stints at American Airlines and Citigroup as well as the founding of rapid growth technology-oriented start ups and service companies. He also has been a key strategic consultant to a variety of other C-suite executives.

He is a native of South Carolina and currently resides in Greensboro, N.C. with his wife and two children.

About Listingbook

Listingbook LLC, based in Greensboro, N.C., provides an online technology platform and patented client management system that allows real estate brokers and agents to provide buyers and sellers with the best search experience, including: complete and up-to-the-minute MLS data and public records, while enabling agents to view their client’s search activities and collaborate with them. Designed to complement the Multiple Listing Service, Listingbook gives consumers all the information they want and makes buying or selling a home easier, more efficient and more enjoyable. For more information about Listingbook, call 336-722-3456 or go to www.Listingbook.com.