



Press Release, Thursday January 15th 2009

RE/MAX Europe and Toyota Motorsport – A Winning Team, Whatever the Race

RE/MAX Europe is teaming up with Toyota Motorsport, in a bold project that will open the exclusive Formula 1 racing circuit as a high-exposure platform for the international real estate leader's logo.

The contract will dramatically increase the public visibility of RE/MAX through the wildly popular circuit. The trademark is strongly present on all team branding platforms, including Panasonic Toyota Racing drivers' overalls, pit crew helmets, and pit gantries.

With 55 million people on average following each race on TV, the heads of both companies hailed the deal making RE/MAX Europe the "Official Real Estate Services Supplier" for Toyota Motorsport as a clear winner in furthering joint aims of expanding market leadership.

"It is fitting for RE/MAX Europe to be associated with such a superior sport as Formula 1," said Chuck Lemire, Chief Operating Officer of RE/MAX Regional Services Europe. "As does Toyota Motorsport, we at RE/MAX Europe have a passion for quality, innovation and service. Our agents in 38 European countries thrive for excellence every single day. "We are excited to team with Toyota Motorsport and we firmly believe this is the right partnership to increase the awareness that RE/MAX is the best choice for your real estate needs."

For his part, Toyota Motorsport Chairman Tadashi Yamashina expressed great pleasure at having RE/MAX Europe on the team as an Official Supplier. "It is an honour to have the support of a brand of the calibre of RE/MAX Europe and we will work hard to succeed on and off the track with them," he said. "Everyone knows the global economic situation, so it is particularly encouraging at this time to be adding another prominent partner to our growing portfolio."

RE/MAX Europe branding made its first official appearance with Panasonic Toyota Racing during the online launch of the team's new Formula 1 car, the TF109, on www.tf109-premiere.com today.

The bold RE/MAX-Toyota partnership is a natural for the European real-estate market leader, which has re-invented the sector in its 36-year existence by establishing – and practising – the slogan "Be in business FOR yourself, but not BY yourself."

RE/MAX Europe
Regional Services

PMSCS Regional Franchise Services GmbH • ARES Tower, 17th floor • Donau-City-Strasse 11 • 1220 Vienna, Austria
Tel.: +43 1 269 73 72-0 • Fax: +43 1 269 73 72-200 • E-mail: info@remax-europe.com • www.remax-europe.com

Registered at the Commercial Court Vienna, FN 216032 w, ATU 53032203
Each RE/MAX office is independently owned and operated.

In a simple, yet rewarding concept, RE/MAX European regional directors guide franchise owners in recruiting, retaining and supporting sales associates. Franchise owners motivate their sales associates, while providing them administrative, educational and business support. Sales associates benefit from the European RE/MAX network.

Everybody benefits: regional directors, franchise owners, sales associates – and most importantly, the customer, who can count on the best professional advice and follow-through in each real estate transaction. The name says it all: RE, as in Real Estate. MAX, as in Maximum. Since the company's beginnings in Denver, Colorado in 1973 it has grown steadily to become a global giant operating in 67 countries.

Notes to Editors

Number One in the world, RE/MAX is now the fastest growing real estate franchising network in Europe. A global real estate franchising system in more than 67 countries that now is in its 36th year of consecutive growth, RE/MAX has more than 7,000 independently owned offices with over 100,000 sales associates globally. RE/MAX in Europe is represented by over 10,000 sales associates in more than 1,700 independently owned and operated offices across 38 countries. www.remax-europe.com

For further information please contact:

Peter Rossegg, Marketing Manager RE/MAX Europe,
Office: +43-1-269 73 72-229, Email: prosegg@remax-europe.com

or: Ulrike Schmid, Communications Manager RE/MAX Europe,
Office: +43-1-269 73 72-235, Email: uschmid@remax-europe.com



Chuck Lemire, Chief Operating Officer of RE/MAX Europe