

Russ Lyon Sotheby's International Realty Expanded Internet Property Marketing via Sotheby's International Realty

In addition to the exposure our listings receive via Sotheby's International Realty's web site, sothebysrealty.com, our qualified company listings are also sent to many other highly trafficked real estate web sites. Properties must meet additional web site specific requirements in order to qualify for participation in the expanded internet property marketing program.

For Residential Properties priced at \$300,000 or greater:

New York Times

NYTimes.com/RealEstate, proclaimed to be the "best address" in real estate, logs over 27 million page views per year. Residential rental properties are also accessible via this site.

International Herald Tribune

This Global Edition of the New York Times, iht.com, draws over 5 million unique users per month worldwide.

Wall Street Journal Real Estate

RealEstateJournal.com is part of the Wall Street Journal Digital Network which has doubled its global traffic volume year over year to 40 million unique visitors per month. Residential rental properties are also accessible via this site.

Washington Post

Qualified listings are also accessible via the Real Estate tab of the online washingtonpost.com.

Additional Marketing For Residential Properties priced at \$750,000 or greater:

Great Homes Network Web sites

The Great Homes Network reaches an affluent audience representing a mean household income of nearly \$300,000 annually. GreatHomesandDestinations.com, is also accessible via links on the following web sites:

- **New York Times** (NYTimes.com/RealEstate via the "Great Homes & Destinations" link)
- **International Herald Tribune** (iht.com via the "Great Homes & Destinations" search on the Home page)
- **Boston Globe** (BostonGlobe.com/RealEstate, click on "Luxury" tab to get to "Great Homes & Destinations" link)
- **Sarasota Herald Tribune** (HeraldTribune.com/section/RealEstate to "Great Homes & Destinations" link)

For Residential Properties priced at \$1,500,000 or greater:

eGallery

Sotheby's International Realty's eGallery is a real time, dynamic property slide show designed to provide worldwide exposure to qualified listings over \$1.5 million. eGallery is displayed on flat screen televisions in Sotheby's Auction Houses and Sotheby's International Realty offices around the world.