

.....PRESS RELEASE... PRESS RELEASE.....PRESS RELEASE.....

**Attention All News Editors- All Business, Real Estate, Industrial and General Rounds**

**Date: 17 March 2006**

## **The world is SOLD on CENTURY 21 with its exciting new television campaign**

The world's largest real estate network, Century 21 has launched a national television advertising campaign screening from this week.

Screening on Channel 10 and 7 throughout metropolitan and regional areas during a host of top rating programs, the new advertising campaign features three commercials that are funny and clever representing the benefits of the worldwide network Century 21.

The advertising campaign represents the benefits of the worldwide brand Century 21. The three commercials reflect:

1. An Open Home which highlights the capability of Century 21's E-sales Database
2. Seller Login and how Century 21 offers 24-hour service for our customers
3. The world-wide support of the Century 21 brand

"Each commercial has a different theme exclusively representing the benefits of the worldwide network of Century 21," said CENTURY 21 General Manager, Paul Mylott.

Century 21 currently have approximately 1800 offices spanning the main land of China through to Asia, Australia and New Zealand with plans to open a further 250 offices in the next 12 months in the region. Currently Century 21 operates 6700 offices globally.

"We expect this advertising campaign to produce a great deal of interest in the benefits of the Century 21," said Mr. Mylott.

<Ends>

For further details please contact:

Lauren Teague  
PR and Marketing Manager  
CENTURY 21 Australia  
0419 995 156