

NEWS RELEASE



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Prudential California/Nevada/Texas Realty Makes Two Executive Appointments

Pleasanton, CA – June 30, 2008 – Prudential CA/NV/TX has appointed Michael Levedahl as its Chief Financial Officer, and Joe Coute as Chief Administrative Officer, it was announced today by Ed Krafchow, president.

As Chief Financial Officer, Michael is responsible for the financial operations of the company, including financial planning and reporting, compliance, budgeting, accounting and tax. A CPA with extensive finance and management background, Michael joined the company in January of 2003. Michael has over 25 years of real estate industry experience. Prior to joining Prudential California/Nevada/Texas, Michael held positions as Chief Operating Officer for Inspectech Corporation, a national residential and commercial property inspection company, and was Divisional Vice President of Operations for Century 21 Real Estate Corporation. He is a licensed Certified Public Accountant and graduate of the University of California, Haas School of Business. Levedahl resides in Alamo.

As Chief Administrative Officer, Joe Coute oversees the operations of the company's corporate administrative departments in support of achieving our companywide short and long term goals for profitability, accountability and quality service delivery. Joe joined the company in 2006 as Human Resources Director. He brings more than 30 years of professional experience in operations and human resources from Bank of America, Westaff, and in the conduct of his own consulting firm, Coute & Associates. Coute resides in Benicia.

“Both of these individuals are true professionals with a strong depth of experience that will benefit us in meeting our goals moving forward,” said Ed Krafchow, president of Prudential California/Nevada/Texas Realty.

About Prudential CA/NV/TX Realty:

Founded in 1887 as Mason-McDuffie Real Estate and transitioning to the Prudential name in 1997, Prudential California Realty and its sister affiliations in Nevada and

Texas are a leading innovator of real estate technology solutions to its agents and clients. Prudential CA/NV/TX is the fifth largest Prudential affiliate nationwide. The company provides comprehensive real estate solutions when buying, selling and owning a home with more than 8,900 transactions and \$4.4 billion in annual sales for 2007. The company offers consumers full MLS access to home listings through its website www.PruRealty.com. Part of the tri-state affiliation owned by David Cobo and Ed Krafchow that includes Prudential California Realty, Prudential Nevada Realty, and Prudential Texas Properties, the organization cumulatively has more than 2,000 agents in 54 offices. Prudential California Realty is an independently owned and operated member of the Prudential Real Estate Affiliates.