

Contact:

Press Release

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Coldwell Banker Affiliates of Romania opens its first two branches in Bucharest

BUCHAREST, AUGUST 28th, 2007 - Coldwell Banker Affiliates of Romania, a company specializing in real estate consultancy and brokerage, announces the opening of its first two branches in Bucharest.

As of August, the two agencies will be located in Opera Center, 1-5 Costache Negri St., and 282 Calea Mosilor, at the crossroads with Dacia Boulevard. These will provide a wide range of services - consulting and brokerage for the sales and rentals of homes, apartments and lands.

The branches, named **Coldwell Banker Opera** and **Coldwell Banker Mosilor** are part of the regional growth plan of Coldwell Banker Affiliates of Romania and will contribute to strengthening the company's activity on the local real estate market. The total investment in opening these branches exceeds 200,000 euros. Following the opening of the agencies, the company will have three work points: the headquarters located on 50 A Icoanei St. and the branches, Coldwell Banker Opera and Coldwell Banker Mosilor.

„Our first branches benefit of excellent locations, as follows: the first is situated in one of Bucharest's top business centers and the second on the most renown commercial boulevard of the Capital” said *Adrian Ghimpau, Expansion Manager, Coldwell Banker Affiliates of Romania*. **“Due to their good position, the branches - which are easy to be reached as there are numerous transportation options available in the area - will certainly attract the clients we are counting on”** he said.

The newly-formed team includes, for the beginning, seven people for each branch: four brokers and two sales associates for new projects. Their activity will be coordinated by a Branch Manager. They were all carefully selected by the Coldwell Banker Affiliates of Romania management, to meet all the team compatibility criteria and to respect and apply the company values.

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Once the new branches are opened, the www.cbimobiliare.ro portal will be launched. It will list offers both from the „old market” segment and new residential projects. As new branches will open, the portal will fully feature their offers.

The company’s growth program includes territorial expansion by 20 branches in the first three years after establishment.

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About Coldwell Banker:

Starting with 2007, one of the most famous brands in the USA real estate industry has started its activity on the Romanian market.

Coldwell Banker Affiliates of Romania provides consultancy and brokerage services for all segments of the market: residential, offices, industrial, retail and investments.

With a history that covers 100 years, the American company is currently owned by Realogy Corporation, one of the biggest franchisers in the real estate domain at a global level. Through its wide network, Coldwell Banker covers 41 countries, with 3,800 offices and more than 120,000 brokers.