



For immediate release

Reader's Digest names RE/MAX 'Most Trusted Residential Real Estate Brand in Canada'

Mississauga, ON (May 3, 2010) -- Dedication, skill, and professionalism earned RE/MAX realtors the designation of *Most Trusted Residential REALTOR in Canada* by Reader's Digest magazine. Reader's Digest will unveil its "Most Trusted Brands" list in its May 2010 issue. The magazine commissioned independent third party Harris/Decima to conduct 1,500 online surveys among a random sample of its panel members from October 2 – 15, 2009.

"The results of the survey are proof positive that our sales associates are the best in the business," says Michael Polzler, Executive Vice President, RE/MAX Ontario-Atlantic Canada. "We've built a solid reputation based on consistent results. RE/MAX associates sell one in every three homes in Canada and carry more professional designations than any other realtor in Canada. We're specialists in all niches from residential, recreational, and commercial properties to luxury homes. Our focus has always been service excellence, which includes a serious emphasis on professional development and education. The status quo may work for some, but after almost 40 years in the business, we're not content to rest on our laurels. "

Reader's Digest looked at 28 different product categories -- ranging from cereal to residential real estate – and allowed consumers to select the brands that they trusted the most. RE/MAX joins leading brands such as RBC Royal Bank, TD Canada Trust, Air Canada, and Blackberry.

"Our commitment to the communities in which we live and work also runs deep," says Polzler. "I think that's something that has always set RE/MAX apart. We've been involved in charitable giving long before the terms 'corporate philanthropy' and 'cause marketing' were common. RE/MAX realtors participate in countless vital programs and causes each year that help the most vulnerable members of our society and strengthen the foundation of neighbourhoods from coast to coast. Their enthusiasm, spirit and dedication to others never fails to inspire."

Charitable giving is woven into the fabric of the RE/MAX organization. The company and its sales force has demonstrated a strong desire to give back, exceptionally active in both corporate and local charities. Close to \$40 million has been raised in support of Children's Miracle Network since 1992 – which funds research and development, outreach programs and upgrades to equipment and facilities at children's hospitals and foundations across the country. The Canadian Breast Cancer Foundation is also a cause close to the hearts of RE/MAX associates—one that RE/MAX continues to support through its popular Sold on a Cure Program and the annual Yard Sale for the Cure.

RE/MAX is Canada's leading real estate organization with over 17,500 sales associates situated throughout its more than 680 independently-owned and operated offices across the country. The RE/MAX franchise network, now in its 37th year, is a global real estate system operating in 80 countries. Over 6,450 independently-owned offices engage over 92,000 member sales associates who lead the industry in professional designations, experience, and production, while providing real estate services in residential, commercial, referral, and asset management. For more information, visit: www.remax.ca.

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