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**LISTINGBOOK WORKS WITH FORT MYERS MLS
TO SERVE BUYERS, SELLERS; OPENS AREA OFFICE**

*Agreement with REALTOR® Association of Greater Fort Myers and The Beach, Inc.
transforms delivery of residential real estate data to consumers*

FORT MYERS, Fla., Oct. 4, 2007 – Listingbook™, a leading online service that connects real estate agents and their clients, today announced that it has opened a Fort Myers office to better serve up to 7,500 real estate agents who will have access to cutting-edge Listingbook software that transforms and facilitates the home search process for agents, buyers and sellers.

During the next two weeks, Listingbook will train hundreds of real estate agents from the REALTOR® Association of Greater Fort Myers and The Beach on the Listingbook system. Listingbook's technology complements the Greater Fort Myers group's multiple listing service data, giving buyers and sellers access to MLS house listings in a highly customizable format and within a seamlessly collaborative platform.

The training sessions follow an agreement reached earlier this year between Listingbook and the REALTOR® Association of Greater Fort Myers and The Beach, Inc.

“This is a great opportunity for all of the agents in our association,” said Peggy Hummel, CEO of the REALTOR® Association of Greater Fort Myers and The Beach. “I am truly excited to be a part of bringing this unique and incredibly powerful system to brokers, agents and their clients here.”

Listingbook has been in daily operation in the Triad region of North Carolina since 2000. With its unique, market-proven capability to bring together buyers and sellers, Listingbook has created a web-enabled real estate community with the agent at the center of the transaction. The Listingbook client servicing product complements any local REALTOR® MLS system and allows secure access to MLS data only when an agent provides a client account for a buyer or seller. The agent is then able to supply reliable, personalized, current market information, and interact with buyers and sellers while guiding and monitoring their activity.

Listingbook President James Barry is confident that the training will have a significant impact throughout greater Fort Myers. “Listingbook's agreement with the REALTOR® Association of Greater Fort Myers and The Beach effectively provides a potent one-two punch that will benefit agents and their buyers and sellers,” said Barry. “This is a virtual

personal assistant not just for agents, but for their clients. We are very excited to get under way.”

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About Listingbook

Listingbook™ LLC, based in Greensboro, N.C., is an online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools. Listingbook has qualified users who gain access only through their licensed real estate agent. Listingbook is the first-ever web-based community of qualified buyers and sellers, brokers and agents and home service professionals. Listingbook was founded in 1999 and has agreements in place with MLS' in North Carolina, Michigan, Florida and California now totaling 86,000 agents, who will have access to this private real estate community portal.

For more information about Listingbook, call 336-722-3456 x101 or visit www.listingbook.com.