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CONTACT:

Eric Mangan
973-407-6655

Eric.Mangan@sothebysrealty.com

**FIRST SOTHEBY'S INTERNATIONAL REALTY® NETWORK OFFICE OPENS IN MEXICO
Riviera Maya Sotheby's International Realty to Serve Cancun and Surrounding Areas**

PARSIPPANY, N.J. and YUCATAN, Mexico (Aug. 21, 2006) – Sotheby's International Realty Affiliates, Inc. today announced that the first Sotheby's International Realty® franchise office has opened in Mexico, continuing the international expansion of the luxury real estate network. Terra Azteca Sotheby's International Realty, which holds the master franchise rights for eight Mexican states, today opened an office on Playa del Carmen, in the Yucatan Peninsula, and will serve the highly desired resort areas of the Riviera Maya, including Playa del Carmen, Cancun and Tulum. This office will operate under the name Riviera Maya Sotheby's International Realty.

“Our entrance into Mexico continues our goal of providing Sotheby's International Realty clientele with access to luxury real estate services in many of the world's leading markets,” said Michael R. Good, president & CEO of Sotheby's International Realty Affiliates, Inc. “Homes represented by Riviera Maya Sotheby's International Realty will benefit from our network's global marketing exposure and referral programs. We are very pleased that such a fine Mexican firm will be providing Sotheby's International Realty services.”

Gabriela Solis, general manager for Riviera Maya Sotheby's International Realty, said, “Our firm's philosophy is serving our clients with strong local-based marketing, combined with the strength and global reach of the Sotheby's International Realty network. The areas we will serve are attractive to visitors from throughout the world, and the Sotheby's International Realty name will help set us apart from the competition to build our business. We have a committed focus on client service and market expertise, and this prestigious network will help enhance our business operations.”

Riviera Maya Sotheby's International Realty is located in Playa del Carmen, and can be reached at +52-984-803-3026. Its parent company holds the master franchise rights for the Mexican states of Baja California, Baja California Sur, Campeche, Colima, Jalisco, Nayarit, Quintana Roo and Yucatan.

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Sotheby's International Realty® brokers benefit from networking and referral opportunities with other affiliates located in more than 300 offices around the world. The network's inventory of property listings, currently comprised of more than 12,000 properties, are each advertised with the Sotheby's International Realty® name and marketed on the sothebysrealty.com global Web site.

About Sotheby's International Realty Affiliates, Inc.

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty® network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. In February 2004, Realogy Corporation (then Cendant Corporation), the world's leading real estate brokerage franchisor, entered into a long-term strategic alliance with Sotheby's Holdings, Inc. (NYSE: BID; LSE: STBA). The agreement provided for the licensing of the Sotheby's International Realty® name and the development of a full franchise system by Sotheby's International Realty Affiliates, Inc., a subsidiary of Realogy Corporation (NYSE: H), the world's largest real estate franchisor. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates, Inc. supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable, 260-year-old Sotheby's auction house. For more information, visit www.sothebysrealty.com.