

For Immediate Release May 2004

National Real Estate On-Line Convention/Exposition Attracts Over Forty One Thousand Attendees

Spring/Summer Session Opens

The Third Annual National Real Estate On-line Convention and Exposition held from April 18-24th showed a 127% increase over last years record breaking attendance attracting 41,286 real estate professionals from 34 Countries during the 7-day event in April. The completely virtual event is produced annually by the Real Estate Cyberspace Society, a professional real estate organization with over 5,000 members and 120 Chapters worldwide.

According to John M. Peckham III, the Society's Executive Director, attendees participated in 33 educational sessions including 3 Keynote talks. They made 154,482 visits to the 321 booths at the Convention Expo and while at the booths made 47,720 requests for additional information. The annual on-line convention with a full slate of speakers and events has adjourned until next year's annual event which has been scheduled for January 30 to February 5th, 2005. The abbreviated Spring/Summer session is currently open to real estate professionals without cost at:

www.REcyber.com/summerconvention According to Peckham, four speaker presentations including handouts are archived at the 2004 Spring/Summer Session and are available 24/7 to attendees. The entire Exposition section featuring all 321 booths remains open during the Spring/Summer Session. Real Estate professionals wishing to see the latest performance enhancing products and services can visit the Exposition anytime during the Spring/Summer session, which will remain open until Labor Day.

After the 7-day event adjourned, the Convention staff released statistics reflecting a significant degree of satisfaction on the part of attendees, sponsors and exhibitors.

Convention Director, Angela Portosa, reported that the overall satisfaction level for the On-Line Convention was high at a 95.8% approval rating with 71% of attendees blessing the event with a level of very or extremely satisfied. The attendees also indicated a high level of satisfaction with this year's speaker lineup. The speakers received a 97% approval rating with a strong majority rating the speakers excellent/outstanding. The Keynoters understandably scored even higher.

Portosa said that exhibitors were equally enthusiastic with their participation giving the On-Line expo an 88.9% satisfaction rating with a strong majority of exhibitors either extremely or very satisfied. 76.4% of Exhibitors indicated they would recommend the On-Line Expo to potential exhibitors (as long as they are not competitors!). The Expo booth support staff received a 100% satisfaction rating with over 70% of exhibitors rating support as either excellent or outstanding. A strong majority of the exhibitors received

between 600 to over 2000 booth visits each. 63.6% of Exhibitors rated the On-line Expo more productive, less expensive or a "better return on investment" than a live "hard floor" show. 92.7% of the Exhibitors rated the On-line Exposition as productive or more productive than a live "hard floor" show.

According to Portosa the exhibitors' sales production was significant as 53.37% made sales at the Convention. In addition 93.3% expect to make additional sales following the Convention and 100% received mail, phone calls or web visits from Convention.

Peckham observed, "We were extremely pleased with the Third Annual On-line Convention turnout and overall satisfaction levels. Convention attendance increased to 127% of last year's level and 198% from the inaugural event in the April 2002. While "old time" conventions and expos have been in a general down trend over the past 3 years the Society's On-Line event curve has been straight up."

"Attendees, exhibitors and sponsors expressed a high degree of satisfaction. Responses from the exhibitors, sponsors, speakers and attendees lead us to believe that the Fourth Annual event announced for January 30 to February 5th, 2005 will attract approximately 60,000 attendees. To accomplish or exceed this goal we have moved up the 2005 seven day event to a late January/early February 7 day schedule. Many real estate professionals requested this earlier date so they will be able to take advantage of a less hectic real estate sales period. This will allow a larger majority to listen to the speakers, network and check out the products and services at the Exposition." "We are able to produce these blockbuster events and offer attendance to real estate professionals without any cost, thanks to the always stellar lineup of Sponsors. This years Major Sponsor list was no exception and included Century 21 Real Estate Corporation, CCBN, Matthew Ferrara Tech Hotline, Realty Times, RISMedia, Broker Agent News Inman News and the National Relocation & Real Estate Magazine."

"In our third year we brought together the largest group of real estate professionals to ever assemble at one event. The Society is proud to continue its industry leadership into the new and exciting on-line networking world!" Peckham concluded.

The Society also announced that it is now offering its patent pending On-Line Convention/Exposition process customized for real estate and other organizations wishing to extend the reach of their conventional conventions and events.

The 2005 Convention registration for attendees and vendors is available at www.REcyber.com/preconvention/ Booth reservation information may be obtained by e-mail to Convention@REcyber.com Information regarding membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at www.REcyber.com or by e-mail at admin@REcyber.com

Real Estate CyberSpace Radio is a public and member service of the Real Estate CyberSpace Society. With membership in 29 countries, the Society provides its 6,000+ members in more than 100 Chapters with tools and services for maximizing their real

estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties. Peckham announced that over 100 similar interviews are broadcast at the Society's "Real Estate CyberSpace Radio":

www.REcyber.com/masters/audio.html The Society invites the real estate community and the public to visit and listen to a selection of briefings at RECR.

Information regarding the full interviews in this release of the Real Estate CyberSpace Alert or membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at www.REcyber.com or by e-mail at admin@REcyber.com.