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Homeminders® Earns Showcase as Premier Technology within the REAL ESTATE WEBOGRAPHER™ certification

Scottsdale, AZ (May 21, 2008) — Ethix Media announced today that it's flagship product, Homeminders® has been selected as the official "*Closing Gift*" technology within the REAL ESTATE WEBOGRAPHER™ certification. The National Institute of Webographers (www.webographers.com) recently awarded the accolade to Homeminders® in support of its professional development offering.

As a leader in technology-awareness training for real estate professionals, the National Institute of Webographers showcases exemplary products to best compliment curriculum rooted upon technology awareness and adoption by real estate professionals. The National Institute of Webographers cited Homeminders® as its official "*Closing Gift*" technology, exemplary as a highly desired closing gift to home-buyers, an eco-friendly web-based resource, and a powerful referral and repeat business tool for professionals.

"We are excited to showcase Homeminders® to candidates of the REAL ESTATE WEBOGRAPHER™ certification (REW™). As the industry's leading provider in home-maintenance, closing gifts, Homeminders® is perfect for real estate professionals looking to continue their relationship with clients well after closing," said Marc Grayson, president of the National Institute of Webographers. Grayson continues, "Gifting a Homeminders subscription to your clients provides them with an online tool to manage their homes, store and access valuable information, and receive monthly email reminders that help maintain that important asset, their home."

The Homeminders system simplifies home management by creating a web-based detailed home maintenance plan that covers every facet of a home's upkeep. It also acts as a centralized storage solution for owner's manuals, warranty documents, receipts and photo records. Its personalized upkeep schedules and monthly email reminders help homeowners make important decisions about their homes quickly and easily, and manage their contractor/handyman relationships more efficiently.

"Designating Homeminders® as a premier technology within the REAL ESTATE WEBOGRAPHER™ Certification is truly an honor. As a technology provider, we strongly support REW™ certification for the industry," said David Gray, VP of Business Development for Ethix Media. He continues, "Technology is changing so quickly. REW™ equips Certificants with both new knowledge and the tools for better evaluating technology solutions they come across in their business. We certainly believe that upon close evaluation, Homeminders stands tall in delivering value for both the homeowner client and the agent"

About Ethix Media, LLC

Ethix Media was founded in 2004 by Jack Cleeves and Lawrence W. Smith, PhD, to empower homeowners to make intelligent choices about their homes through an array of products and services. Centered on alleviating the stresses of homeownership, its premier service, Homeminders®, is a personalized online resource for busy homeowners that provides a customized home maintenance plan and personalized upkeep schedules. The Homeminders® system organizes home details into a dashboard view, so maintenance decision making can take just minutes per month, saving homeowners time and money while eliminating stress. Homeminders® also features articles and resources from leading industry experts to educate homeowners about important home maintenance issues. For more information, please visit www.ethix.com or call 1-888-TO-ETHIX.

About National Institute of Webographers, LLC

Since 2004, The National Institute of Webographers, LLC has specialized in the education, training, assessment and certification of web-based technologies for the Real Estate industry.

The REAL ESTATE WEBOGRAPHER™ Certification (REW™) provides consumer-facing solutions, education and training through a series of interactive online courses. Certification, online modules for REALTORS® and Assistants include Agent Websites, Single-property Websites, Lead Generation and Management, Virtual Tours, CMA and AVM technology, Neighborhood Search, Online Transaction Management, Electronic Forms, Blogs, Mobile Technologies, Virtual Assistants, and the Learning Laboratory™, where Certificants can access an array of showcased technologies for hands on learning. Available 24/7/365, these courses provide the opportunity for working professionals to learn at their own pace while enhancing the skill sets necessary to compete and excel with today's web savvy consumers. REW™ professionals provide consumers with a positive and profitable Real Estate experience.

For more information on The National Institute of Webographers, please visit www.webographers.com or contact Scott Lau ScottLau@Webographers.com.

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