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Point2 Technologies added as Agent Website Sponsor to REAL ESTATE WEBOGRAPHER™ Certification

Avondale, AZ – July 22, 2008 - The National Institute of Webographers, owner of the REAL ESTATE WEBOGRAPHER™ (REW) program, today announced that it has reached an agreement to feature Point2 Technologies (“Point2”) as an official REAL ESTATE WEBOGRAPHER™ Technology Partner. Showcase of Point2 within the REW Certification complements training on Agent Websites, a course module within the REW certification curriculum.

As the leader in technology-awareness training, assessment and certification for real estate professionals, the National Institute of Webographers looks to showcase exemplary products to best promote technology awareness and adoption by real estate professionals. The National Institute of Webographers named Point2 as an official Agent Website sponsor, citing the exemplary features of Point2 Agent, the company’s website and listing syndication platform that showcases listings well beyond an agent’s site.

"We are excited to showcase Point2 Agent to the candidates of the REAL ESTATE WEBOGRAPHER™ certification. Point2 Agent websites remain easy in configuration and maintenance as the core web presence of real estate professionals," said Marc Grayson, president of the National Institute of Webographers. Continued Grayson, "Point2 Agent is not just about an agent website, but increasing visibility of listings through the system’s ‘Exposure Engine’ with over 30 syndication partners, interoperability with peer agent websites through Point2’s “Handshake™” opt-in reciprocal listing advertising feature, and advertising opportunities through Neighborhood Directories via Point2Homes.com."

Under the complete control of its members, Point2 Agent empowers agents and brokers to profit from the web like never before. A non-political listing service exclusively for real estate professionals, Point2 Agent includes a complete website solution to attract new clients, the most powerful listing syndication engine on the web, and dozens of inimitable listing and advertising tools which together help to attract more clients and sell more real estate.

"Designating Point2 as a Technology Partner within the REAL ESTATE WEBOGRAPHER™ Certification is an exciting opportunity for Point2 Technologies. As

a technology provider, we strongly support education that details why agents should adopt technologies such as real estate websites in the first place,” said Saul Klein, CEO for Point2. “REW curriculum prides itself on detailing a strong value proposition to today’s foremost real estate technologies, all the while showcasing best-of-breed partners who complement their cutting-edge real estate technology education.”

Point2 Agent websites (which are free, optional elements of the Point2 Agent package) are template-based so that even novice users can hit the ground running, but they’re also highly customizable and have won accolades from users, programmers and web designers alike. Integrated Google tools, common content delivery, a free blog, RSS feed and Flash animation capabilities, and Point2 Agent’s patented photo handling utility are just the beginning.

About National Institute of Webographers

Since 2004, The National Institute of Webographers, LLC has been an advocate for technology awareness for professionals in the Real Estate industry. The REAL ESTATE WEBOGRAPHER™ Program (REW™) provides consumer-facing solutions, education and training through a series of interactive online courses.

The 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 at ScottLau@Webographers.com.

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