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Electronic Forms, Transaction Solutions Named Official Sponsors in REAL ESTATE WEBOGRAPHER™ certification

Clinton Township, MI (July 24, 2007) — ZipForm®, the real estate industry's leading brand of forms software, today announced that its solutions, along side the RELAY™ Transaction System, have been selected as official sponsors of competencies within the REAL ESTATE WEBOGRAPHER™ certification. While ZipForm® has been named the official sponsor of the electronic forms competency, RELAY™ has been designated sponsor of the online transaction management category. The National Institute of Webographers (www.webographers.com) recently awarded the sponsorships in support of its professional development offering.

As a leader in technology-awareness training, assessment and certification for real estate professionals, the National Institute of Webographers showcases exemplary products to best promote technology awareness and adoption by real estate professionals. The National Institute of Webographers cited ZipForm® as its official Electronic Forms Sponsor for ZipForm®'s pioneering efforts and its breakthrough technology.

"We are excited to showcase the ZipForm® and RELAY™ solutions to candidates for the REAL ESTATE WEBOGRAPHER™ certification. As the industry's leading provider of electronic forms, ZipForm® and its one click integration with RELAY™ is perfect for real estate professionals looking to streamline their transactions after certification," said Marc Grayson, president of the National Institute of Webographers.

With the volume of forms involved in a real estate transaction, such as listing contracts, sales contracts, disclosure statements, offers, and counter-offers, electronic forms and transaction management applications allow for an organized and enhanced workflow in completing documentation within a transaction.

By providing integration and seamless interoperability with MLS databases, transaction management systems like RELAY™ and CRM tools such as Top Producer®, ZipForm® has given real estate professionals unprecedented efficiencies. Moreover, ZipForm® has led the way in flexibility and convenience by providing a wide range of access points to its solutions, from desktop applications using both the PC and Macintosh platforms to Web-based services and mobile devices.

"Designating ZipForm® as the official sponsor for the electronic forms portion of the program is an honor. As a technology provider, we strongly support REAL ESTATE WEBOGRAPHER™ certification for the industry," said Robert Bailey, chairman of the board of RE FormsNet, the creator of ZipForm®. "We encourage real estate professionals to seek out this training for its positive impact on their professional growth and the added value it will help deliver to their customers."

The ZipForm® flagship product is available in two versions, ZipForm®*Desktop* and ZipForm®*Online*. ZipForm®*Desktop* resides on a laptop or desktop computer with all of its locally

created transactions. ZipForm®*Online* gives real estate professionals the flexibility to securely access real estate forms and edit transactions from multiple locations via the Internet.

The RE FormsNet family of tech-savvy products has become the recognized industry standard for electronic real estate forms and transaction management systems and are currently used by more real estate professionals than any other real estate software program. RE FormsNet (REFN), the creator of ZipForm®, is a REALTOR BenefitsSM partner and the Exclusive and Official Forms Software of the NATIONAL ASSOCIATION OF REALTORS®. REFN also offers RELAY™, the Web-based transaction management system/Internet tool. RE FormsNet provides transaction solutions to REALTORS® that enhance the value of services REALTORS® deliver to their clients while improving REALTORS®' productivity and efficiency. ZipForm® is available to more than 1,055,000 REALTOR® members in the U.S.. REFN is a subsidiary of Real Estate Business Services, Inc. (REBS) and is a joint venture between REBS and the NATIONAL ASSOCIATION OF REALTORS® (NAR).

The NATIONAL ASSOCIATION OF REALTORS®, "The Voice for Real Estate," is America's largest trade association, representing more than 1.3 million members involved in all aspects of the residential and commercial real estate industries.

Real Estate Business Services Inc. (REBS) is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) and the leading provider of real estate products and services to practitioners in California. Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® (www.car.org) is one of the largest state trade organizations in the United States, with nearly 200,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

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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