



SPOT RUNNER'S NEW ADVERTISING PLATFORM HELPS FRANCHISEES BUILD THEIR BUSINESSES THROUGH COST-EFFECTIVE, LOCAL TV ADVERTISING

New Ad Model Receives Praise from Industry Leaders; Inaugural Clients Include CENTURY 21®, Coldwell Banker®, ERA®, Contours Express® and iSold It®

6300 Wilshire Boulevard
Twenty-First Floor
Los Angeles, Ca 90048
(310) 430-7900 main
(310) 430-7999 fax

www.spotrunner.com

LOS ANGELES (OCTOBER 2, 2006) — Spot Runner, Inc., the first Internet-based ad agency, today announced the launch of its Franchise Advertising Program, which gives franchisees a powerful new tool to promote their businesses through television advertising in their local markets.

The program was created to give franchisees of every size an easy and affordable way to access high-quality, localized TV commercials and air them on premium national networks, such as ESPN and HGTV, for a fraction of the traditional cost.

Spot Runner's simple web-based advertising platform allows franchisees to launch ongoing TV ad campaigns in less than three weeks for as little as \$1,500. Spot Runner's first clients in the program represent a diverse group of national franchisors. The clients include CENTURY 21 Real Estate LLC, Coldwell Banker Real Estate Corporation, Coldwell Banker Commercial Affiliates, Inc. and ERA Franchise Systems, Inc., which are all part of Realogy Corporation, along with Contours Express and iSold It.

"In the current landscape, it's primarily the largest franchises with prodigious buying power that advertise on TV—typically at the corporate level through national ad buys," said Nick Grouf, president and CEO of Spot Runner. "However, franchisees who are interested in running their own local TV ad campaigns have limited options as it has been traditionally too expensive and complex. We recognized this was a huge untapped opportunity and created a program with Spot Runner's platform to solve this problem."

Under the Franchise Advertising Program, Spot Runner works closely with franchisors to establish a secure online portal that contains a library of TV ad templates that can be used by franchisees. Local franchisees go to the Spot Runner portal to select commercials from their library, customize them with their own information, content and images, and create and buy media plans. Spot Runner then takes care of all the details to execute the campaign. The program also includes other benefits, such as customized reporting for franchisors and franchisees, educational sessions for franchisees and dedicated support.

According to Matthew Shay, president of the International Franchise Association, "Franchisees are always looking for powerful ways to grow their business. In order to do that, it's essential they deliver a localized message in their marketing campaigns. At the same time, to build true brand equity, it's critical that national franchises put forth consistent brand identities and messaging across all media."

Spot Runner's Franchise Advertising Program also gives traditional ad agencies a mechanism to deliver a localized TV advertising program to clients who are increasingly requesting market-specific campaigns.

According to Steve Hayden, vice chairman at Ogilvy and Mather, "With the major brands we represent, I see a significant trend in customizing advertising to the local level, so that it's more relevant, targeted and effective. However, it's difficult to localize TV ads in an efficient and scalable way. Spot Runner has essentially changed the TV advertising landscape. We can now offer our national franchise clients a great way to support their franchisees by giving them access to TV, while extending their brand with a consistent national message."

Media Contacts

Rosabel Tao

rosabel@spotrunner.com
(310) 430-7917

Keith Wiley

keith@spotrunner.com
(310) 430-7959

Spot Runner's Franchise Advertising Program Takes Off with a Diverse Portfolio of Clients

The Franchise Advertising Program is flexible enough to scale to any size of business, as evidenced by the wide range of companies that have already signed on.

Contours Express, a network of women's fitness centers and one of the fastest-growing franchises in the U.S., is using the program to differentiate itself within the health-and-fitness segment.

"We're always looking for ways to help our franchisees grow their bottom lines, and we're confident Spot Runner will help them do that," said Tom Christopoul, CEO of Contours Express. "Spot Runner has a really wonderful tool that will help our franchisees pinpoint the audiences and geographic areas they want to reach and also give us the confidence that the Contours Express brand is being represented properly at the local level."

iSold It—the world's leading chain of eBay drop-off stores and the No. 1 seller on eBay—uses Spot Runner to help define its growing brand.

"Our industry is really still in its infancy, and TV lets us visually explain what we do in ways that print and online ads can't, so Spot Runner is a vital advertising tool for our company," said Kenneth Sully, CEO of iSold It. "Spot Runner's Franchise Advertising Program gives our franchisees a way to get on TV and introduce their services to the community—which is extremely valuable—because once people understand what we do, they visit our stores. We're also a fast-growing company with aggressive plans for expansion, and this program is going to play a major role in our ability to increase the volume of merchandise our stores sell on eBay."

In February 2006, certain Realogy brands (then part of the Cendant Real Estate Services Division) entered into an agreement with Spot Runner to make its premium television advertising production, planning and media-buying services available to its thousands of franchise brokerage offices and sales associates affiliated with its CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial® franchise networks and ERA®. (Editor's note: For more information on Spot Runner's agreement with Realogy, visit http://www.spotrunner.com/pr/materials/PR_20060208.pdf.)

For more information on the Franchise Advertising Program and Spot Runner, please visit http://www.spotrunner.com/pr/materials/sr_franchise_advertising_program.pdf.

About Spot Runner

Headquartered in Los Angeles, Spot Runner, Inc. is a privately held, Internet-based advertising agency that makes it fast, easy and affordable for local businesses to advertise on TV. Its revolutionary approach to commercial production, media planning and media buying gives local businesses access to a powerful marketing tool that was previously out of their reach. The entire process is automated online, making it cost-effective for even the smallest of businesses to use. The company's co-founders, Nick Grouf and David Waxman, previously co-founded PeoplePC and Firefly Network, which were acquired by Earthlink and Microsoft, respectively. Visit Spot Runner online at www.spotrunner.com.



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