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**SOTHEBY'S INTERNATIONAL REALTY® BRAND HONORED BY  
FRANCHISE BUSINESS REVIEW**

**SARATOGA SPRINGS, New York** (April 08, 2009)— *Select* Sotheby's International Realty, a luxury real estate firm based in *Saratoga Springs, NY*, today announced that the *Sotheby's International Realty* brand won Franchise Business Review's Best in Category for Real Estate Franchisee Satisfaction award for the second year in a row.

The Best in Category award measures franchisee satisfaction with their franchisors and is part of the 4th annual Franchisee Satisfaction Awards presented by Franchise Business Review. Sotheby's International Realty Affiliates LLC also was ranked No. 7 for all franchise categories with more than 200 locations. This is the second year the brand was rated in the top 10 of all franchise categories.

"Our goal is to provide our franchisees with the resources they need to better serve their clients and remain leaders in their markets," said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC, "For us to receive this recognition two years in a row demonstrates that we have built a service and support platform our franchisees find valuable. I consider that a true measure of our effectiveness and success."

Franchise Business Review surveyed franchisees from more than 400 leading systems, representing nearly 100,000 franchisees, for the 4th annual Franchisee Satisfaction Awards. Franchises were evaluated in five areas: training and support, franchise system, franchisor/franchisee relations, financial opportunity and overall satisfaction.

"With all the doom and gloom news about the economy lately, it's great to see that the very best franchise systems are still performing well for their franchise owners," says Eric Stites, president and chief executive officer, Franchise Business Review. "It is still a good time to buy a franchise business, assuming you choose the right one. This year's 115 award-winners have a proven record of success and are clearly some of the top investment opportunities in the marketplace today."

"This brand has offered us the support we need to expand our global reach and provide our clients with the best possible service," said broker/owner, Bill Parker. "*Select* Sotheby's International Realty joined the network 2 years ago with the goal of providing our clients a global reach," said broker/owner, John Burke. "With the Sotheby's International Realty brand behind us, we are building a solid foundation for success in the Greater Capital region, Adirondacks, Thousand Islands, Catskill, and Finger lakes markets."

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. For a complete list of this year's award winners, go to [www.FBR50.com](http://www.FBR50.com).

The *Sotheby's International Realty* network currently has more than 10,700 sales associates located in more than 500 offices in 39 countries and territories worldwide. Affiliations in the *Sotheby's International Realty* system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit [www.sothebysrealty.com](http://www.sothebysrealty.com).

Select Sotheby's International Realty's sales associates provide their service and expertise to clients of distinctive and unique properties in the Capital, Catskills, Adirondacks, Thousand Islands and Finger Lakes Regions of NY state. The company headquarters is in Saratoga Springs, NY and has agents throughout upstate NY to serve clients. The main office is located at 432 Broadway, Suite 7, Saratoga Springs, New York. The phone number is (518) 580-8500. The Lake Placid Gallery is located at 2573 Main St., Suite 2, Lake Placid, New York. The phone number is (518) 523-2550.

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