

AGENT511

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AGENT511™ EXHIBITING WIRELESS SOLUTION THAT CONNECTS BUYERS AND SELLERS AT NATIONAL ASSOCIATION OF REALTORS EXPO

LAS VEGAS, NV, November 14, 2007 – Agent511, a leader in mobile marketing solutions, announced it will be demonstrating a breakthrough product that helps Realtors acquire new listings while generating leads on existing listings. The product uses text messaging to provide consumers with instant access to information at the signpost. It does this by keying off a unique property ID displayed on the signpost that the consumer text messages to our unique text address, 511-511. Agent511 differentiates itself by leveraging off its dedicated, branded text messaging address that is both easy-to-dial and memorable for the consumer. The company will be exhibiting at the National Association of Realtors Expo in Las Vegas, November 13-16, in booth 4352.

Properties are easily listed on Agent511's web interface and can include digital photos that are both messaged back to the prospect at the signpost and are available on the web for more detailed review. According to Michelle Cozza, a principal broker with Park Place Team in North Suburban Chicago, "creating the property listing was a breeze, but the product was even more complete when I was presented with well-designed custom riders."

The importance of this solution is both in the effectiveness of the access to information, as well as the perception, both on the part of the client and consumer. Agent511's Managing Director, Jay Malin, said "technology savvy clients will appreciate that Agent511 is available on-demand to help market the property." Even property managers recognize both the importance of providing renters access to instant information in the lobby, but even more so, the capability to generate leads for all their properties.

Bryan Lurie, a leading commercial broker in Dallas with RMB Investments, underscored the importance of using Agent511's capability to forward leads in real-time, especially at properties that see considerable street traffic, "where being first to answer is critical, Agent511 ensures that I am empowered to instantly market all my available spaces when the lead comes in." Just one fresh lead returns the investment on Agent511's service.

Agent511 is a hosted service and requires no special software. With over 42% of adult Americans regularly text messaging, Agent511 can reach virtually any customer on any mobile network. The product was created by a unique combination of marketing gurus, Realtors, and engineers with years of experience in building rock solid communications systems. 511-511 is real estate's new address for property listing information.

About Agent511™

Agent511 offers a suite of mobile marketing products that connects consumers with instant information. Agent511 via its text messaging code, 511-511, leverages its brand to facilitate the dialogue between marketers and consumers well after the prospect has left the signpost. The product initially targets the real estate and property management market but is being extended to support other interactive marketing campaigns. The company has a number of trials and small deployments underway and will soon be announcing several key channel partners. More information is available at www.agent511.com.

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