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FOR IMMEDIATE RELEASE

Real Estate Classifieds Company provides services similar to Google Base

CASTRO VALLEY, California – November 16, 2005 – Similar to Google Base, Just Real Estate Listings currently offers free real estate listings, as well as a free data integration service that regularly and automatically updates listings from real estate and advertising content feeds. To enhance its ability to compete against Google, Just Real Estate Listings™ has launched a new self-service advertising module which offers free advertising to Realtors and local advertisers who offer products and services of interest to the new home buyer. Located at www.JustRealEstateListings.com advertisers can sign up and create a free, full page HTML advertisement with a user friendly, interactive online WYSIWYG editor. JustRealEstateListings.com is a comprehensive resource for home buyers and an enhanced platform for local advertisers.

John Gentilin, Founder and Chief Technology Officer (CTO) of Just Real Estate Listings, adds, “We are excited to launch our new self-service advertising tool. Our goal is to enrich the experience of the home buyer by providing a complete solution. Site visitors can search for properties within a targeted geographic area as well as local service providers who can help them with all aspects of their purchase and move.”

Just Real Estate Listings is raising the bar for local product and service advertising by putting control of the ad content directly in the hands of the advertiser. Advertisers have the space and media to describe in detail the products and services they offer.

The www.JustRealEstateListings.com self-service advertising features include:

- Online WYSIWYG (What You See Is What You Get) advertisement editor
- Full page HTML advertisement
- Ability to target true local markets with breakdown by state, then city, then individual market areas
- Automated bulk advertising content updates are available for national service providers as well as standardized templates.
- Links to advertiser web site



About Just Real Estate Listings

Just Real Estate Listings, headquartered in Castro Valley, CA, operates a full-service real estate web site, which provides realtors a user-friendly format for advertising their current property listings for free. Our offices are located in Princeton, New Jersey and Wynnewood, Pennsylvania. For more information on listing services available, visit the web site at www.JustRealEstateListings.com.