

SHOWINGTIME'S 2.1 RELEASE OF SHOWINGDESK WEB EDITION WILL OFFER OFFICES AUTOMATED OPTION TO REDUCE MANUAL CONFIRMATION CALLS

SHOWINGVOICE MODULE IS INDUSTRY'S FIRST TEXT-TO-VOICE SYSTEM TO MAKE CALLS FOR OFFICES; RELEASE INCLUDES AUTOMATIC UPLOAD OF LISTING PHOTOS FROM THE MLS, PRICE CHANGE EMAILS, ADVANCED REPORTS

Chicago, IL - Nov. 4, 2008- ShowingTime, the real estate industry's leading showing management technology provider, announced today it will release a significant update to its web-enabled ShowingDesk Web Edition software that will include a new module, ShowingVoice, the real estate industry's first 'text-to-voice' automated calling system.

Available to offices using ShowingDesk Web Edition, ShowingVoice will eliminate up to 80% of outbound manual calls by enabling offices to essentially "hand off" showing confirmation and notification calls. ShowingVoice makes calls for offices, ensuring a fast response and more confirmed showings, which can lead to quicker home sales.

"ShowingVoice will redirect staff and agents from making outbound showing confirmation calls toward more productive tasks," said ShowingTime Executive Vice President Michael Lane. "It calls the seller for you, giving the seller the option to confirm the showing by pressing a key on their phone. It then calls the requesting agent to let them know their showing is confirmed, all in a matter of minutes," Lane said. "In many instances offices will be able to reduce expenses." ShowingVoice is set up on a per-listing basis; offices decide when calls will be made, if a confirmation is required or if leaving a message is OK to confirm.

The ShowingDesk Web Edition 2.1 release - currently in testing and being used by select customers - will include other enhancements and features designed to further automate the showing management process:

- " Automated price change emails can be sent to showing agents
- " Automatic uploading of listing photos from the MLS (in most markets)
- " 'Activity on Comparables' report
- " Improved HTML emails with listing photos
- " Improved tracking of text messages, emails and alerts
- " Take a Message functionality

The release will be systematically rolled out to existing customers over the next several weeks and will be made available to new customers who license ShowingDesk Web Edition as soon as mid-November.

"Our engineering team has been working diligently on this release and has incorporated insights gained from customers," said ShowingTime CEO Scott Woodard. "We'll continue pursuing our objective to make ShowingDesk Web Edition the de facto standard for real estate offices nationwide to manage showings."

About ShowingDesk Web Edition

Widely used in offices where showing appointments are scheduled through the front desk, ShowingDesk Web Edition includes an automatic link to the MLS, online reports, e-mailed showing notifications, automatic showing feedback and more. Add-on modules include Professional Feedback, enabling agents to include a picture of the listing and add customizable questions; Call Coordinator, equipping offices to evaluate their marketing spend and track prospects; and Multi-Office Networking, which can improve staff utilization by enabling multi-office companies to handle showing appointment calls centrally.

About ShowingTime

ShowingTime equips real estate offices and MLSs with tools to schedule showings, track leads, retain/recruit agents, measure marketing effectiveness and generate showings from their web sites. Its products are used by 6,000+ offices nationwide and in 150 MLSs/Associations representing 230,000+ agents to help manage close to 1 million showings every month. Visit <http://www.showingtime.com>. FOR MORE INFORMATION, contact Tom Denk, ShowingTime, 312-222-9780 x130 tdenk@showingtime.com