

FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Launches National Ad Campaign

New real estate brokerage network is 'Good to know' for its agents' expertise and straightforward advice

IRVINE, CA (March 24, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today launched a national advertising campaign to continue building brand awareness and underscoring the network's expertise.

The campaign, developed by BBDO Minneapolis, positions Berkshire Hathaway HomeServices as a brand that is "Good to know" when buying or selling a home because of its agents' skill and forward-thinking approaches. Its first-ever television spot portrays a family's wide range of emotions as they prepare to sell their beloved home, and how a Berkshire Hathaway HomeServices agent stands with them every step of the way. Print advertisements demonstrate agents' skill, passion, understanding and conscientious service.

"We are proud and excited to launch Berkshire Hathaway HomeServices' first advertising campaign," said Stephen Phillips, network president. "This is an important step in our ongoing growth."

Berkshire Hathaway HomeServices, which transitioned its first affiliates in September 2013, has grown exponentially with independently owned brokerages operating across America. The network, which has rigorous standards for affiliation, now accounts for more than 27,000 agents and 700 offices operating in 34 states.

"Momentum has been building nicely at Berkshire Hathaway HomeServices and now we're taking our messages to the airwaves and doorsteps of America," said Kerry Donovan, HSF Affiliates vice president for Marketing. "By choosing Berkshire Hathaway HomeServices, consumers align with a brand inspired by the world-renowned Berkshire Hathaway Inc. and agents who truly stand out in the local marketplace. All our advertising makes it crystal clear that Berkshire Hathaway HomeServices is a game-changer for homebuyers and sellers."

The campaign launches with :30 and :15 TV spots airing on national cable networks as well as print and digital advertising in *The Wall Street Journal* and industry trade publications.

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About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Berkshire Hathaway HomeServices in early 2014 was named “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices. The company is a joint venture of which HomeServices of America, Inc., the nation’s second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

Media Contacts:

Kevin Ostler

949-794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

212-704-8112

marisa.mulqueen@edelman.com