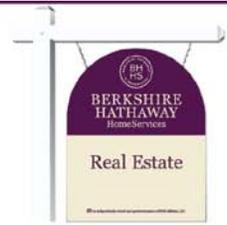




BERKSHIRE
HATHAWAY
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Adds Five More Brokerage Signees

Affiliates to Join New Real Estate Network Through Early 2014

IRVINE, CA (Aug. 8, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced the signing of five additional brokerage companies for the network. The companies – Prudential Ambassador Real Estate, Omaha, NE; Prudential California Realty, Rancho Cucamonga, CA; Prudential Colorado Properties, Vail, CO; Prudential Real Estate of the Rockies, Denver, CO; and Prudential Preferred Homes (with Parkersburg Realty and Landmark REALTORS®), Parkersburg, WV – will begin operating as Berkshire Hathaway HomeServices affiliates later this year and in early 2014.

The announcement comes on the heels of Berkshire Hathaway HomeServices' first wave of signees named in a [July 16 press release](#).

“We are pleased with our progress and ahead of our transition schedule,” said Earl Lee, CEO of HSF Affiliates LLC. “Affiliates are excited about the new brand, and that Berkshire Hathaway HomeServices is grounded in financial strength and the deep tradition of its ownership. Put simply, they see a tremendous future as part of Berkshire Hathaway HomeServices.”

Added Vince Leisey, broker/owner of Prudential Ambassador Real Estate: “Change is difficult to many people, including those in real estate,” he said. “Transitioning to the Berkshire Hathaway HomeServices brand makes it easy because the name stands for so much – starting with strength, integrity and trust – and worldwide respect.”

HSF Affiliates LLC plans to transition most of the largest Prudential Real Estate affiliates by fall 2014. More growth is expected as the company engages with the balance of the Prudential Real Estate network. “Berkshire Hathaway HomeServices is launching at the right time,” said Stephen Phillips, president of the brand. “The network brings fresh perspectives, strong values and new life to a recovering market. It will be here for the long term, and will change the face of real estate.”

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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.

About HSF Affiliates LLC

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. 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.

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