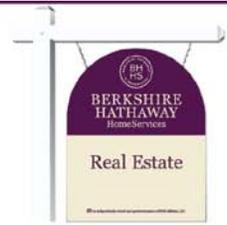




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Signs Fox & Roach, REALTORS®

One of the Nation's Largest Brokerages to Join the New Real Estate Network in Late Fall

DEVON, PA (August 27, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network owned by HSF Affiliates LLC, today announced the signing of Prudential Fox & Roach, REALTORS®, the fifth-largest provider of brokerage and related services in the United States. The brokerage will begin operating as Berkshire Hathaway HomeServices Fox & Roach, REALTORS® in late fall 2013.

Fox & Roach, REALTORS® Chairman and CEO Larry Flick said Berkshire Hathaway HomeServices was chosen for its integrity, financial strength and operational excellence. “This is a unique and great opportunity to merge the power and prestige of the Berkshire Hathaway name with the strong local foundation built by Fox & Roach, REALTORS® and the related financial services companies known as The Trident Group,” Flick said. “Our agents are thrilled about our new brand and our future. We have all the ingredients to continue to grow and succeed far into the future.”

Earl Lee, CEO of HSF Affiliates LLC, welcomed Fox & Roach, REALTORS® to the network. “Fox & Roach, REALTORS® exemplifies a level of expertise, vision and leadership that is second-to-none in the real estate business today,” said Lee. “We look forward to having a company of this caliber carry the Berkshire Hathaway HomeServices brand into the marketplace.”

Flick said the transition will benefit all company constituents. “Becoming an early adopter of the Berkshire Hathaway HomeServices franchise brand creates a real estate powerhouse in the Mid-Atlantic,” he said. “The collaboration provides an opportunity for growth and further positions Fox & Roach, REALTORS® and the Trident Group to deliver unparalleled products and services to new and existing clients, sales associates, managers and employees.”

HSF Affiliates LLC will continue transitioning the largest Prudential Real Estate affiliates to Berkshire Hathaway HomeServices through fall of 2014. The new brand will grow more as HSF Affiliates LLC engages with the balance of the Prudential Real Estate network.

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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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About Prudential Fox & Roach, REALTORS®/Trident Group

Prudential Fox & Roach, REALTORS® has more than 4,000 sales associates, throughout 62 offices, serving the states of Pennsylvania, New Jersey and Delaware. The Trident Group is comprised of Trident Mortgage Company, Trident Insurance Agency and Trident Land Transfer Company and offers access to mortgage financing, settlement services, and homeowners and title insurance. Information about Prudential Fox & Roach, REALTORS®/Trident Group is available at www.prufoxroach.com.

Contact:

Kevin Ostler
949-794-7980
kevinostler@hsfranchise.com

Marisa Mulqueen
212-704-8112
Marisa.mulqueen@edelman.com

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