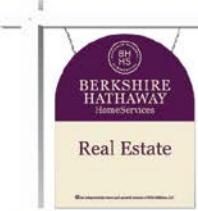


NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Premier Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Kenosha brokerage is now operating as Berkshire Hathaway HomeServices Epic Real Estate

Kenosha, WI (Jan. 28, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Premier Properties has joined the network operating as Berkshire Hathaway HomeServices Epic Real Estate.

“This is an exciting time for our brokerage as we transition to Berkshire Hathaway HomeServices, one of the most compelling branding opportunities to come along in real estate,” said Mark Bourque, brokerage founder and co-owner. “Our network’s namesake is Berkshire Hathaway Inc. – one of the world’s most trusted and respected corporations – and we’re proud to represent the brand locally.”

Berkshire Hathaway HomeServices has grown rapidly since its launch 16 months ago, and now counts nearly 35,000 agents and 1,100 offices operating in 47 states. The network in its first year was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

Bourque said the brand is an ideal fit for his brokerage, as it’s built on Berkshire Hathaway’s values of trust, integrity, stability and longevity. “We uphold these values every day,” Bourque explained. “Our brokerage thrives because we do business the right way.”

Tony DeBartolo, brokerage president and co-owner, added that the brand will appeal to clients and real estate professionals alike. “Consumers understand the broad appeal of our brand and will look for our cabernet and white yard signs as symbols of quality service and innovation,” he said. “Likewise, we believe real estate professionals will want to represent Berkshire Hathaway HomeServices – the brand is a true ‘door-opener.’”

With their transition, Epic Real Estate agents gain access to Berkshire Hathaway HomeServices’ powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional, education and marketing support. Resources include lead generation, a handy mobile app, and other tools driven by the cleanest, most accurate real estate data available.

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Epic Real Estate will commemorate its brand transition today with a celebration at its Kenosha office, which will include community leaders, clients, customers, agents and employees.

About Berkshire Hathaway HomeServices Epic Real Estate

Kenosha-based Epic Real Estate, formerly Prudential Premier Properties, is a leading brokerage providing Southeastern Wisconsin and Northeastern Illinois with residential and commercial real estate services since 1993. For more information, visit www.epicmidwest.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a 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, 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.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit www.berkshirehathawayhs.com for details.

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