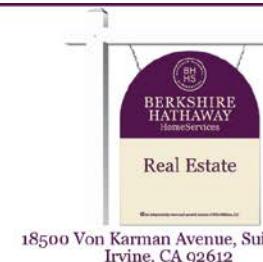


NEWS RELEASE



FOR IMMEDIATE RELEASE

Prudential Lovejoy Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

*Minnesota and western Wisconsin brokerage leader now operates as
Berkshire Hathaway HomeServices Lovejoy Realty*

LAKEVILLE, MN/ONALASKA, WI (JUNE 11, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Lovejoy Realty has joined the network and is operating as Berkshire Hathaway HomeServices Lovejoy Realty. The brokerage adds to a growing roster of affiliates that have transitioned to the network since September. Berkshire Hathaway HomeServices now counts more than 29,000 agents and 800 offices in 39 states.

“We couldn’t be more excited to join Berkshire Hathaway HomeServices, a brand inspired by Berkshire Hathaway Inc., the world’s most respected corporation according to Barron’s,” said Broker/Owner Peggy Lovejoy. “In more than 35 years of real estate I have not seen a more compelling brand opportunity than this one.”

Michael Pietrek, the brokerage’s manager of Wisconsin operations, said the brand will help Lovejoy Realty expand in the marketplace and recruit top sales professionals. “Berkshire Hathaway HomeServices is fresh and intelligent, and consumers will seek out the brand as a symbol of trust, sound guidance and quality service,” he explained. “As important, we believe the best agents will want to represent a brand whose namesake is the world-renowned Berkshire Hathaway.”

With their transition, Lovejoy Realty associates gain access to a robust real estate technology suite – the Global Network Platform – plus ongoing business consultation, professional education, marketing support and the Luxury Collection program for high-end listings. These resources will extend the efficiency and reach of Lovejoy Realty’s agents, said Tony Ashworth, president of the brokerage’s Minnesota operations. “As always, clients can expect a premium service experience from Lovejoy Realty.”

The brokerage’s new website, www.bhhslovejoy.com, offers a wealth of real estate information including a highly accurate home-valuation tool, neighborhood data, drive-time assessment and more.

Lovejoy Realty’s new Cabernet and Cream yard signs will begin appearing in Minnesota and western Wisconsin starting today. The brokerage will commemorate its brand during the next week with receptions at each of its offices.

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About Berkshire Hathaway HomeServices Lovejoy Realty

Lovejoy Realty, an independently owned, full-service real estate brokerage, serves Minnesota and western Wisconsin. Visit www.bhhslovejoy.com.

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, 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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Media Contacts:

Kevin Ostler

(949) 794-7980

Kevin.ostler@hsfranchise.com

Marisa Mulqueen

(212) 704-8112

marisa.mulqueen@edelman.com

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