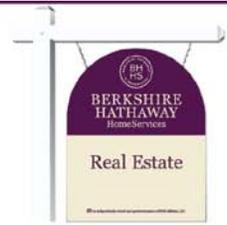




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Florida Realty Joins Berkshire Hathaway HomeServices

One of the Nation's Largest Brokerages Is the First to Commit to the New Real Estate Network

SUNRISE, FL (July 16, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Florida Realty is the network's first brokerage signee. Florida Realty will begin operating as Berkshire Hathaway HomeServices Florida Realty in October 2013.

Rei Mesa, the brokerage's president and CEO, said Berkshire Hathaway HomeServices was chosen for its brand reputation, leadership and financial strength. "The storied Berkshire Hathaway name stands for strength, integrity and trust, and is respected world-wide," said Mesa. "In 30 years of real estate I haven't experienced a brand opportunity of this magnitude. It's a game-changer for residential real estate."

Mesa said the Berkshire Hathaway HomeServices brand will resonate well with clients in all market segments and with real estate sales professionals. "Our real estate network is one of the few organizations entrusted to use the Berkshire Hathaway name," he explained. "We believe sales professionals will be proud to represent this terrific brand."

Stephen Phillips, Berkshire Hathaway HomeServices president, welcomed Mesa and his company to the brand. "We are honored to add Florida Realty to our network ranks," Phillips said. "Rei is a highly respected broker who holds industry leadership roles at the local, state and national level. Florida Realty is one of the industry's top companies and is a generous corporate citizen with strong support for local and national charities."

The full-service brokerage was founded in 1999. It is a wholly owned subsidiary of WCI Communities, Inc. and operates 39 offices with 1,340 sales professionals. Florida Realty ranks fifth in the Prudential Real Estate network and 36th industry-wide for sales volume, according to RISMedia.

Mesa and his leadership team embark today on a two-week "Coming Soon Road Tour" during which the group will meet with all its sales professionals in markets stretching from Miami to Orlando and Naples to Tampa.

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“We’re excited about our announcement and want to discuss it personally with our team members,” said Mesa, who will travel nearly 700 miles on the journey. “Our company’s future has never been brighter and we want to celebrate it with every one of our sales professionals, support teams and business partners.”

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 Florida Realty

Prudential Florida Realty is the No. 1 Prudential Real Estate affiliate in Florida and has 39 locations and more than 1,340 real estate sales professionals. The company offers residential and commercial real estate services as well as seasonal rentals, property management, REO and foreclosure services, corporate relocations, referral services, mortgage, title insurance, home service plans and personal concierge services. It is proud to be recognized as the Prudential Real Estate network’s No. 1 fundraiser for The Sunshine Kids Foundation in 2012 and has raised more than \$2.3 million for the foundation since 2001.

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