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## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

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### **“CENTURY 21 NY METRO” AND THE NEW YORK MORTGAGE COMPANY FORM STRATEGIC ALLIANCE**

*(New York, New York, January XX, 2007)* **CENTURY 21 NY Metro (“C21NYM”)** and **The New York Mortgage Company, LLC (“NYMC”)** have entered into a joint marketing agreement to offer NYMC mortgage loan products to C21’s customers.

The parties have agreed to cross promote each other’s brands through a variety of off-line and electronic media. They will be conducting direct-to-consumer email and direct mail campaigns throughout the year as well as co-branded advertising. C21 has agreed to allow NYMC marketing activities, training and collateral to be available through its agents as well as in the company’s locations in Midtown and upper Manhattan. In addition, NYMC has provided C21 full access to its web content, which is now available to C21 customers on the recently relaunched [www.C21nyc.com](http://www.C21nyc.com).

“NYMC is one of the area’s most respected and well rounded residential mortgage lenders and because of its NYC base of operations it is an ideal partner for C21. Because C21 is rapidly expanding its base of services to its customers, we view a mortgage relationship as the most critical first step,” states Michael Simon, president, C21.

“It was crucial for us to align ourselves with a market leader, but also a company that was a bit hungrier than its competition. With NYMC we found the right mix of an established operation and the kind of marketing savvy that will make the partnership a success,” expounds Simon.

“Steven Schnall, NYMC’s President and CEO states, “We are very excited about having formalized our relationship with CENTURY 21 NY Metro. Given the depth of our

mortgage product line and the talents of our mortgage banking staff, we believe that NYMC is well equipped to assist C21 with its growth plans.

“Additionally, we find it refreshing to work with such a dedicated group of professionals as the CENTURY 21 NY Metro team and are confident that our combined efforts will produce great results for our mutual customers and, consequently, for both firms.”

**About CENTURY 21 NY Metro**

CENTURY 21 NY Metro ([www.C21nyc.com](http://www.C21nyc.com)) is a full-service New York City real estate firm offering luxury apartments (condominium, condo, cooperatives, coops, condops) and townhouses for sale and for rent. CENTURY 21 NY Metro is professional real estate, serving all of Manhattan/NYC, Brooklyn, Queens, and the Bronx.

**About The New York Mortgage Company, LLC**

NYMC ([www.nymc.com](http://www.nymc.com)) is a nationally licensed retail and wholesale residential mortgage lender with more than 50 branch offices located throughout the eastern United States. NYMC is skilled in handling virtually every type of residential mortgage loan -- including: prime, sub-prime, coops, condos, 1-4 family, mixed use, construction, super jumbo loans to \$10 million, HELOC's and more.

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