



CENTURY 21 BUYS REAL ESTATE IN NGMOCO'S WE CITY ***Global Real Estate Brand is First to Play in Popular Mobile Game***

PARSIPPANY, N.J. (April 12, 2011) — [Century 21 Real Estate LLC](#), the franchisor of the world's largest residential real estate sales organization, today announced it is the first brand to buy real estate in [ngmoco's We City](#), a leading mobile game that draws heavy engagement from today's consumers.

This innovative partnership resulted from the rapidly growing popularity of both social and mobile activities and the CENTURY 21 brand's focus on the next generation of home buyers and sellers. Today, consumers are using their smartphones to locate and research homes wherever they are, whenever they want. With 1 in 4 adults owning a smart phone¹ and mobile gaming attracting 26 million players a day², the partnership with ngmoco enables CENTURY 21® to explore and interact with a growing segment of consumers who are mobile, social, and intent on acquiring property, virtually and in real life.

"CENTURY 21 agents are connecting with the next generation of buyers and sellers," said Bev Thorne, chief marketing officer of Century 21 Real Estate LLC. "We're proud to be at the center of a new frontier in marketing, which enables gamers to interact with our brand in an expected and exciting way."

We City has a loyal base of active players, ranging in age from 25 to 44, who build and control their own cities. Now, they can add CENTURY 21 branded structures, including a real estate office, a modern home and even a skyscraper. They can earn virtual profits that empower them to expand their cities and thereby advance within the game.

"Our integration with We City offers unique, in-game value to players as well as the opportunity to view videos from our newly launched ad campaign or install our updated mobile app," said Thorne. "Both of these activities will introduce the next generation of home buyers, sellers, agents and entrepreneurs to the Smarter, Bolder, Faster CENTURY 21."

"The CENTURY 21 campaign is a natural extension of the brand in We City," said Clive Downie, vice president of marketing & product development at ngmoco. "We are excited to partner with CENTURY 21 to help bring their brand to a generation with new technology and social media at their fingertips."

This campaign, which was planned and executed by ngmoco partner [appssavvy](#), runs through April 26. appssavvy connects brands to people through social activities performed across apps, web and mobile platforms.

"The social activities of ngmoco's We City deliver the perfect mobile real estate for CENTURY 21," said Chris Cunningham, co-founder and CEO of appssavvy. "More importantly, this effort demonstrates the opportunities of understanding social activity and then engaging through an experience that enhances the activity of millions of mobile social gamers."

¹ Nielsen Company, "The State of Mobile Apps"

² According to Flurry data (<http://www.flurry.com>)

About ngmoco

ngmoco is a wholly owned subsidiary of DeNA Co., Ltd, the world's leading social mobile gaming company. Headquartered in San Francisco and with studios in New York and Portland, ngmoco creates and publishes games for the iPhone, iPod touch, iPad and Android in collaboration with the best and brightest game makers in the world. To witness the lives and minds of the ngmoco team at work on the future of social mobile gaming, visit <http://www.ngmoco.com>.

About appssavvy

appssavvy rethinks the relationship between delivery and reception of advertising. We partner with leading web publishers and developers to uncover what people are doing across the Internet. Understanding people and their actions is what enables appssavvy, and the brands and agencies that we work with, to leverage and experience social activity. Today, the appssavvy Social Activity Platform connects more than 293 million people performing 1.4 billion social activities each month with brands. For more information, visit www.appssavvy.com.

About Century 21 Real Estate LLC

Century 21 Real Estate LLC (CENTURY21.com) is the franchisor of the world's largest residential real estate sales organization, providing comprehensive training and marketing support for the CENTURY 21 System. The System is comprised of more than 8,000 independently owned and operated franchised broker offices in 72 countries and territories worldwide. Century 21 Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services.

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