



~ FOR IMMEDIATE RELEASE
March 02, 2009

Casa Latino Franchise Corporation
Headquarters

**Casa Latino Real Estate
~ March News ~**

WOW!

**Casa Latino is growing faster than any other real estate
franchise in the world!**

**Pretty impressive given the current attitude prevalent
in the market.**

**Since January 1st we have welcomed the following new franchise owners to our family,
or opened new offices with existing franchise owners:**

Mercy Lugo-Struthers, Woodbridge, VA
Mercy Lugo-Struthers, Manassas, VA
Sharon Molina, Kissimmee (Hunters Creek), FL
Maria Pagan, Kissimmee, FL
Isora Lopez, Kissimmee (Boggy Creek), FL
Yuri Gomez, Buena Ventura Lakes, FL
Clara Herrera, Orlando, FL
Sonny Buoncervello, Orlando (Deerfield), FL
Ben Robles, Poinciana, FL
Joe La Rosa, Celebration, FL
Carmen Chong/Laly Arellano, San Jose, CA
Jose Ramirez, San Lorenzo, CA
Tony Lopez, Chula Vista, CA
Tony Lopez, El Centro, CA
Denise Buser, Patchogue, NY
Denise Buser, Brentwood, NY
Marilyn D'Angelo, Freehold, NJ
Yeimalis Acevedo-Rasmussen/Armando Tam, Hayward, CA
Mario Cordoba/Armando Tam, Pittsburg, CA
Patricia Rivas/Armando Tam, Brentwood, CA
Patricia Rivas/Armando Tam, Antioch, CA
Marielena Baumann/Armando Tam, Newark, CA

~ Hot Spots

Metro NY Area Developers are BOOMING!

On February 26th our Metro NY Area Developers hosted a little event to quietly introduce Casa Latino to a few people on Long Island, NY. The event drew over 900 (yes, 900!) Realtors.

The attendees listened and learned from nationally known speakers including Darryl Davis, Steve Harney, Roque Torres and Phil Tesoriero. Two franchise agreements were signed on the spot, agents were recruited, listings were taken, deals were being structured, and appointments were scheduled with at least a dozen franchise prospects. The Metro NY development team is led by Kevin McClarnon, a former Vice President of Merrill Lynch Real Estate, President and General Mgr. of Prudential Long Island, and Senior VP with Coldwell Banker; Peter Morales, formerly with Prudential Douglas Elliman, Denise Buser, formerly with National Homefinders Signature Properties and Coldwell Banker, and Jeymy Idrovo-Gonzalez, formerly with Coldwell Banker. We anticipate the opening of more than fifty (50) offices in the Metro NY market.

Central Florida - Greater Orlando

Central Florida isn't really just a hotspot, it's on fire!

Our area development team, led by Joe La Rosa and George Casas, have opened 8 locations in the last 45 days and they've barely begun the real push. We have a fantastic group of franchise owners and managers in the Greater Orlando market (see the inaugural list above). Casa Latino is fast becoming the dominant brand throughout Orange and Osceola Counties and we expect continued great news from this part of the country. The family of area developers and franchise owners in Greater Orlando were a major factor in the relocation of our headquarters to Celebration, Florida earlier this year. It's a great place to showcase our brand to the world.

California !

We'll dedicate an entire newsletter to the Golden State. Suffice it to say that we have been making big gains in key markets. The Redwood City based Casa Latino Bay Area Realty team led by Carmen Chong, Orlando Bojorquez, Ana Alvarez, Claudia Cordoba, Viviana Bolivar are spreading the brand faster than a west coast wildfire. Armando Tam and his team including Yeimalis Acevedo-Rasmussen, Patty Rivas, Marielena Baumann, Roberto Tam, and Mario Cordoba are steadily growing throughout the East Bay (San Francisco) market. Our newest California franchise owner, Jose Antonio "Tony" Lopez is beginning to grab the spotlight as he develops San Diego and the Imperial Valley. We also anticipate significant action in Central California and the LA market during the second quarter. Keep watching the news.

~ Staffing News

Maythe Carpentino joined Casa Latino in January as Executive Assistant to the CEO. Maythe is a native of El Salvador and played a role in Casa Latino's print marketing and graphics as a vendor in 2007-08. Maythe is also a 'techie' and she's been assisting with the technical advances we've been making. Maythe will lead the implementation of the new Casa Latino websites later this month. Maythe@CasaLatino.com

Stephanie Heering the founder's wife, has been watching Casa Latino grow from a dream to a reality and has been quietly assisting behind the scenes in various ways. Stephanie has a background in corporate Finance (IBM Corporation, Armonk, NY) and she has agreed to manage our growing corporate accounting function. Stephanie will be the primary contact for franchisee reports and accounting.

Stephanie@CasaLatino.com

Business Cards and Print Products.

We have a new vendor for Business Cards and more.

Visit Colourtech Marketing at www.CasaLatinoCards.com. Colourtech is a large and experienced printing firm based in Buffalo, NY and currently provides similar services to just about every real estate brand on earth. They are very good at what they do.

Y MUCHO MÁS!

CASA LATINO

**The World's Leading Latino and Multicultural
Real Estate Brand**