

FOR IMMEDIATE RELEASE

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EDINA REALTY METRO OFFICES TO BE DRESS FOR SUCCESS DROP-OFF SITES

Edina, Minn.—Jan. 04, 2010 — Edina Realty’s 30 metro-area offices will serve as Dress for Success clothing donation drop-off sites, beginning January 2010.

The goal of Dress for Success® Twin Cities is to help women achieve economic independence. The non-profit organization provides disadvantaged women with business-appropriate clothing as well as a network of support and professional development tools. An affiliate of Dress for Success Worldwide that has served more than 500,000 women internationally since 1997, Dress for Success Twin Cities expects to serve approximately 1,000 women in its first year of operation.

“We are pleased to help Dress for Success make an impact on women in our community,” said Barb Jandric, Edina Realty general sales manager. “Today, our company is made up of nearly 3,000 agents and employees, and the real estate profession is dominated by women. I’m certain that the mission of Dress for Success will resonate with our agents, employees and clients.”

Dress for Success accepts new or clean, gently-used clothing on hangers that are contemporary and interview-appropriate, including skirt and pant suits, blouses, blazers, dress coats, shoes and accessories. Larger-sized suits and apparel are especially needed.

Women come to Dress for Success Twin Cities by referral after they obtained a job interview through a social service agency. Organizations in the process of becoming referral agencies for Dress for Success Twin Cities include Jeremiah Program, RS Eden, Twin Cities Rise, PRIDE, Pillsbury United Communities and the Minneapolis Urban League. Each client meets with an image coach who helps her select one interview-appropriate outfit on her first visit. After she finds work, she comes back to Dress for Success and receives an additional week’s worth of work attire, access to employment retention programs and ongoing support.

For participating Edina Realty offices, hours and information, visit www.edinarealty.com. For more information about making clothing or monetary donations to Dress for Success, visit www.dressforsuccess.org/twincities.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and career development tools to help women thrive at work and in life. Dress for Success Twin Cities is the second Dress for Success affiliate in Minnesota and joins more than 95 affiliates around the globe. For more information, visit <http://www.dressforsuccess.org/twincities>.

About Edina Realty

Edina Realty, a subsidiary of HomeServices of America, is one of the nation’s largest real estate companies with more than 65 real estate offices throughout Minnesota, North Dakota and Western Wisconsin and more than 2,500 REALTORS®. Edina Realty’s family of companies includes Edina Realty, Edina Realty Title, Edina Realty Mortgage and Edina Realty Relocation. Edina Realty handled more than 24,000 transactions and \$5.8 billion in sales volume in 2008. For more information, visit www.edinarealty.com.