

May 6, 2009

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The Group Rewards Program Now Live on thegroupinc.com

FOR IMMEDIATE RELEASE

Denver, CO — The Group, Inc. Real Estate has partnered with Active Website to create The Group Rewards Program. This innovative program creates customers for life by connecting local consumers in Northern Colorado with advertisers and business throughout the community.

Group Rewards is hosted on The Group's website at www.thegroupinc.com and offers immediate access to The Group Rewards Program. Additionally, real estate customers of The Group, Inc. receive a Group Rewards membership card which allows them advanced access to further savings offered by participating partners. These localized discounts and offerings assist businesses in connecting with consumers on a regular basis, and guarantee return visitors to The Group's website. The result: a continual cycle of consumer awareness!

John Gaden, Enterprise Network Director of Active Website, has assisted The Group in developing the Rewards Program, and says that the program in its simplest form will, "introduce new homeowners to reputable businesses in their new surroundings".

Based off of a referral system through The Group, local businesses have been contacted to join the program and there are currently several participating businesses, ranging from local non-profits to restaurants, home remodeling companies to moving and storage companies. "The local businesses are excited to join as they understand that the consumers are in a buying mode during the process of buying a home," added Gaden. With many categories still open, growth of the program is certain.

Helen Gray, Marketing Director at The Group, Inc. says, "as a locally-owned company, The Group, Inc. knows it is important to promote and support the local business community in Northern Colorado." Each year nearly 25% of real estate customers of The Group, Inc. are new to the area. Gray believes that newcomers and locals alike will benefit greatly from this partnership. "We want our customers to benefit from their relationship with us even when they are not working on a real estate transaction. Group Rewards is a unique opportunity for The Group, Inc. to help our customers by connecting them to merchants who will value their business."

The Group Rewards Program is constantly expanding. If you are a Northern Colorado business interested in becoming a part of The Group Rewards Program, please contact Elliot Pappas, Sales Manager, at 970-300-2032.

For questions or general information about The Group Rewards Program, call 1-800-303-3177 or email support@re-rewards.com.



Real Estate Technology
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About The Group, Inc. Real Estate

Established in 1976, the original 12 founders of The Group, Inc. brought to real estate an innovative business plan of a company owned equally by the people who work there. Today, The Group, Inc. has 6 offices throughout Northern Colorado with over 200 sales associates. The Group, Inc. has been the Northern Colorado market leader for over 30 years and remains committed to their mission of “helping people get where they want to go on time”.

Known as an innovator in the real estate industry, The Group, Inc. has been the “laboratory” where the principals of Ninja Selling were developed and practiced before being taught throughout the country. In 2008, The Group, Inc. was ranked among the top 100 United States firms for closed sales volume in 2007 by three different industry resources: REAL *Trends*, RISMedia, and REALTOR® Magazine.

Visit www.thegroupinc.com for more information.

About the Enterprise Network

The Enterprise Network member base is by invitation only. Comprised solely of private real estate firms, the Enterprise Network does not accept national brands and only works with one company per marketplace. This exclusivity allows for open collaboration and sharing of information within the Network, free from any conflict of interest. The goal for members under the Enterprise Network umbrella is that they gather to address the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in web design and development. Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., Rubloff Residential Properties, The Group, Inc. Real Estate, Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd. and Charles Reinhart Company Realtors as well as several new members to be announced soon.

The Active Website site provides detailed information about each of Active Website's real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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