



For Immediate Release

December 2, 2008

PRUDENTIAL PREFERRED PROPERTIES RECEIVES WEBAWARD FOR PRUPREF.COM

CHICAGO, IL – December 2, 2008 – Prudential Preferred Properties recently received a Real Estate Standard of Excellence WebAward for its website, PruPref.com. The WebAwards, conducted annually by the Web Marketing Association, recognize the individuals and organizations that are responsible for developing some of the most effective websites on the Internet.

“We launched PruPref.com in January 2008 with the goal of offering consumers valuable, comprehensive real estate information,” said Michael Pierson, president and chairman of Prudential Preferred Properties. “Joyce Yang, PPP’s director of interactive marketing, enhanced our initial concept and created an outstanding website that offers advanced functionality in an intuitive, consumer-friendly format.” The Web Marketing Association evaluates websites from an end-user’s perspective.

PruPref.com offers sophisticated search features including searches by town, neighborhood, radius, open house, building, sold data and address. The Preferred Resource Center, found on the home page, offers a number of unique features of value to the consumer, such as an industry and company news section, the Top 50 section, which includes the 50 most expensive property listings in certain areas, and the latest addition to the site, Preferred Market Watch. An exclusive consumer trend and analysis tool available for all neighborhoods and communities in Cook, Lake and DuPage Counties, Preferred Market Watch enables consumers to sign up for detailed weekly reports at PruPref.com/MarketWatch.

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Chris Eigel | Chief Executive Officer



Michael Pierson | President & Chairman





About The Web Marketing Association

The WebAwards, produced by the Web Marketing Association, is the premier annual website award competition that names the best websites in 96 industries while setting the standard of excellence for all website development. The Web Marketing Association is made up of Internet marketing, online advertising, PR, and top website design professionals who share an interest in improving the quality of online advertising, Internet marketing, and website promotion.

About Prudential Preferred Properties

Prudential Preferred Properties has nine sales offices and nearly 500 sales professionals and staff in Chicago's Gold Coast, Lincoln Park and Lakeview neighborhoods, as well as Evanston, Highland Park, Lake Forest, Libertyville, Northbrook and Winnetka. PPP is the exclusive provider of Preferred Market Watch Reports, a consumer trend and analysis tool for neighborhoods and communities in Chicagoland's Cook, Lake, and DuPage Counties. For additional information, please visit PruPref.com/MarketWatch.

Prudential Preferred Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 2,100 franchise offices and more than 64,000 sales professionals in the franchise network in the United States and Canada.

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