



WORLD FINANCIAL NETWORK NATIONAL BANK



NEWS RELEASE

For Immediate Release

Contact: TeAnne Coleman Chennault, 213.833.7988 ext. 32 - office
301.343.0742 - cell

tchennault@enterprisecommunity.org

COLUMBUS ‘CLICKS’ TO THE CITYLIVING NETWORK:

Local Real Estate Businesses and Housing Organizations Launch Homebuyer’s Website
Offering Affordable Ownership Opportunities

(Columbus, OH, May 16, 2008) – With more than 100 million websites on the Internet and hundreds of new ones launching every day, central Ohio has the unique advantage of hosting a brand new site designed to help Columbus-based families find affordable homes. The CityLiving Network is an on-line collaborative offering a one-“click” resource that lists properties, educates the consumer and offers credit and homebuyer counseling for those looking to purchase their piece of the American real estate dream.

“We believe the CityLiving Network is a valuable 21st Century resource to meet a pertinent need in our community,” says Boyce Stafford III, director of the department of development, city of Columbus. “These services will allow for greater synergy between the city’s nonprofit developers, families in-need looking for homes and the real estate professionals who are in our neighborhoods every day.”

A public-private partnership with Coldwell Banker King Thompson and operated by Enterprise Community Partners in Columbus, the CityLiving Network connects real estate professionals, lenders and the city of Columbus with non-profit developers and housing-support agencies to provide available for-purchase homes to Columbus-based residents.

“This website has the ability to alter the way housing organizations and real estate practitioner’s work together to provide homes to low-income homebuyers,” says Michael Mahon, vice president of business development, Coldwell Banker King Thompson. “With the CityLiving Network, we will be able to help potential buyers from the first time they see a property on the website all the way to the signing of the closing documents.”

Listing homes that range from nearly \$75,000 up to the mid-\$100,000’s, the website and the companion call-in center are able to assist homebuyers who traditionally may become disenfranchised by the difficult home purchasing process or who may have special credit needs.

"Homeownership is one of the most significant indicators of economic stability, particularly among low- and moderate-income families. World Financial Network National Bank is pleased to support the CityLiving Network as a new and innovative way of assisting potential homebuyers," said Dan Groomes, president of the Bank.

- MORE -

THE CITYLIVING NETWORK P.2

CityLiving Network refers the potential home buyers to HUD certified housing counseling agencies or can put a prospect in touch with a lender for pre-approval. All the properties are built by community development corporations and are three-to-four bedroom single family homes.

“Enterprise works with the community to create sound, housing solutions,” says Phillip Downing, director of the Enterprise office in Columbus. “Working through the CityLiving Network, we can really connect with homebuyers who may be too shy or nervous with asking questions about the process with a representative face-to-face. We commend all the partners for taking this pioneering step with us.”

###

About Coldwell Banker King Thompson and Coldwell Banker West Shell: Across Ohio, Coldwell Banker King Thompson and Coldwell Banker West Shell have 25 offices and over 1600 sales associates serving central Ohio, greater Cincinnati, northern Kentucky and southeastern Indiana. The companies are part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, visit www.kingthompson.com or www.cbws.com.

World Financial Network National Bank is a subsidiary of Alliance Data (NYSE: ADS), a leading provider of marketing, loyalty and transaction services. The Bank issues private label and co-brand cards nationally.

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For more than 25 years, Enterprise has pioneered neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than \$9 billion in equity, grants and loans to help build or preserve more than 240,000 affordable rental and for-sale homes to create vital communities. Enterprise is currently investing in communities at a rate of \$1 billion a year. Visit www.enterprisecommunity.org and www.enterprisecommunity.com to learn more about Enterprise's efforts to build communities and opportunity.