

**FOR IMMEDIATE RELEASE**

**HSF Affiliates LLC Appoints BBDO Proximity Minneapolis  
as Advertising Agency for Berkshire Hathaway HomeServices**

**IRVINE, CA (May 30, 2013)** – HSF Affiliates LLC today named BBDO Proximity Minneapolis as the advertising agency for the new Berkshire Hathaway HomeServices real estate brokerage network, which will begin affiliation later in 2013.

BBDO Proximity Minneapolis, a division of BBDO Worldwide, will develop and execute a comprehensive brand-awareness campaign to support the launch and continued growth of Berkshire Hathaway HomeServices. It will deploy a full range of marketing channels, including print, broadcast, social and new media to inform consumers and real estate professionals about the brand's market positioning, value proposition and competitive differentiation.

"We are so proud and eager to launch the Berkshire Hathaway HomeServices brand, which we believe will redefine the residential real estate industry," said Earl Lee, CEO of HSF Affiliates LLC. "We chose BBDO Proximity Minneapolis because the company shares our passion, and its ideas and creative solutions clearly stand out."

"BBDO Proximity Minneapolis is known for bold creative and strategic thinking," added Kerry Donovan, vice president for Marketing, HSF Affiliates LLC. "It's the right agency to help us launch the Berkshire Hathaway HomeServices brand and grow our real estate network."

BBDO Proximity Minneapolis' client roster includes Hormel Foods, Jennie-O, Formica and Schwan's, among others.

"We are very excited to have been selected to introduce this prestigious brand," said Neil White, president and CEO of BBDO Proximity Minneapolis. "We think Berkshire Hathaway HomeServices has a great story to tell and we can't wait to share it with the world."

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### **About HSF Affiliates LLC**

Irvine, CA-based HSF Affiliates LLC operates the Prudential Real Estate and Real Living Real Estate franchise networks and the future Berkshire Hathaway HomeServices. The company is a joint venture between HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, and Brookfield Asset Management, a leading provider of real estate and relocation services, technology and knowledge.

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### **About BBDO Proximity Minneapolis**

BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For seven years in a row, BBDO has been the most creative agency network in the world in *The Gunn Report* and for the past six years, BBDO has also been ranked the most awarded agency network across all marketing communications in *The Directory Big Won*. In addition, BBDO has been named Network of the Year at Cannes five times and was also named the world's most Effective Agency Network in the inaugural Effie Effectiveness Index. BBDO has been chosen Agency of the Year multiple times by the leading industry trade publications.

BBDO is part of Omnicom Group Inc. (NYSE-OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), a leading global marketing and corporate communications company.

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