

## NEWS RELEASE

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### **RealBiz launches The RealBiz360 Solution for Real Estate**

**RealBiz360.com launches an innovative and affordable self-service easy-to-use Real Estate website builder and virtual tour marketing system, powered by iseemedia's world-leading PhotoVista virtual tour and ImageServer 5 portal technology.**

**Orlando, Florida – November 5, 2004** – RealBiz360.com along with its technology partner, iseemedia Inc., today introduced the most advanced, comprehensive “self-service” Internet-based marketing system for the Real Estate professional at the 2004 National Association of REALTORS® Convention in Orlando, Florida.

In today's real estate market a virtual tour is no longer a “nice to have”. Real Estate agents now recognize that an attractive and updateable website presence and the ability to create, manage and market virtual tours with their listings are a “must have” in order to compete in a highly competitive market.

RealBiz360 believes that realtors will find this to be the most advanced, comprehensive “self-service” Internet-based marketing system available for the Real Estate Professional. It is by far the best technology and easy to use, allowing agents to create their own website and virtual tours and distribute them to their customers via e-mail or the web.

Real Biz, a privately held LLC based out of Goodyear, Arizona specializes in providing innovative imaging and marketing solutions for the Real Estate marketplace. In the spring of 2004, Real Biz, LLC formed a strategic alliance with iseemedia, Inc. the end-to-end virtual tour technology leader. The RealBiz360 Solution is based on iseemedia's PhotoVista's 360° panorama software and the iseemedia ImageServer 5 image management application server.

Steve Ribble, the President of Real Biz commented that, “iseemedia's end-to-end technology offers realtors a proven, market-leading virtual tour solution developed with PhotoVista and ImageServer 5. This unique combination enables us to deliver a new standard in virtual tour creation and delivery providing an automated and cost-effective marketing solution to our customers.”

The features of the RealBiz 360 Solution include the following:

- A complete End-to-End Solution – Create, Upload, Host, Customize and Market Virtual Tours
- Easy to Use – Step by Step Instructions
- A New Level of Affordability
- Unlimited Virtual Tours Based on a Flat Monthly Fee
- High Resolution Viewers with the World's Leading "Interactive Viewing" Zoom!
- Free Customized Tour Templates
- Easy to Market – Email and Website
- Website Creation in Minutes
- No Programming Skills Required
- Online System for Updating, Editing, Managing and Marketing Website and Virtual Tours
- Supported by Leading VR Photography Hardware

Anthony DeCristofaro, President of iseemedia noted that, "our technology partnership with RealBiz continues iseemedia's drive to be the leading technology provider in the Real Estate Market. iseemedia's technology integrated with the RealBiz360.com portal is truly the only end-to-end, self-service virtual tour creation, storage and delivery solution for real estate that can create, manage and deliver compelling virtual tours to any desktop, wireless device (PDA, mobile phone), anywhere and increase home-buyer demand."

The RealBiz360 solution will be exhibited at the National Association of Realtors Conference & Expo, November 5 – 8, 2004 in booth #1965. As an introductory special promotion, Realbiz360 is offering both the TourBuilder and WebCreator application with no set-up fees as well as a bonus offer of the first three months for only \$19.95.

### **About RealBiz**

RealBiz, LLC is a privately held company formed in 2004. Its RealBiz360.com, a PicturePath Partner, is the first self-serve model for Real Estate Professionals that combines both a Website and Virtual Tour Solution. This online solution includes the easy-to-use TourBuilder and WebCreator applications that enable Real Estate agents to quickly and easy create and manage a professional online marketing presence. For more information, please contact the sales staff at 1.888.REALBIZ (732-5249) ext. 81 or by email at [sales@realbiz360.com](mailto:sales@realbiz360.com).

### **About iseemedia**

iseemedia Inc. (TSX Venture: IEE) is a technology leader in rich media content delivery and management for Internet and mobile applications. The company's patented technology sits at the heart of rich media content solutions from e-tailing to medical applications to real estate virtual tours. More than 200 organizations use iseemedia's technology to deliver a more robust, richer Internet experience to their customers and communities, including the Vatican Museums, Nine West, Kenneth Cole, Jones Apparel, Toyota, Hitachi Automotive Products, Four Seasons Hotels, Speedera, Puma and Advanced Micro Devices. For more information visit <http://www.iseemedia.com>.

This news release may contain forward-looking statements, which are not historical facts, but are based on certain assumptions and reflect the company's current information and expectations. The forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. The company disclaims any intention or obligation to update or revise forward-looking statements. Investors should not place undue reliance on forward-looking statements as a prediction of actual events.

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