



FOR IMMEDIATE RELEASE

**Bringing Title Insurance Home
- TitlePLUS[®] strategically aligns with New Home
Buyers Network -**

Monday, January 7, 2002 (Toronto, ON, Canada) – Title insurance is generally accepted as the most efficient means of assuring title to, and the priority of interests in, real estate. Today, most mortgage lenders suggest, as an option, their borrowers obtain a title insurance policy at the time a mortgage loan is made or to allow the sale of loans in the secondary market. For this reason, **New Home Buyers Network (NHBN)**, Canada's leading network of search engines for online marketing and advertising of new homes and condominiums, has signed a marketing agreement with **Lawyers' Professional Indemnity Company (LPIC)**, a wholly Canadian-owned insurance company that is licensed to provide professional liability and title insurance in certain jurisdictions across Canada. Since **NHBN** provides home buyers with the most comprehensive information about new home purchasing, **LPIC's** outstanding title insurance product, **TitlePLUS**, is a natural fit.

Under the terms of this agreement, **NHBN** will promote and provide continuous brand identification of **TitlePLUS** products and services to its extensive client base of home buyers. The **TitlePLUS** name, logo and link to its website, www.titleplus.ca, will appear throughout the site and mainstream print advertising. The Toronto Star's **newinhomes.com** website will promote the **TitlePLUS** information on its home page, homes services section and the new home email information area.

TitlePLUS is a new way of completing real estate transactions that is more effective, efficient and improves the protection that home buyers receive when they buy a home or condominium. It consists of a full suite of products and services in demand by home buyers, including a deferred closing cost option; cost savings through streamlined, standardized closing; and independent advice and expertise from qualified **TitlePLUS** subscribing lawyers.

“We are pleased to welcome **TitlePLUS** as the most recent affiliate of the **New Home Buyers Network**,” says Sam Reiss, President of the **NHBN**. “Their alliance allows us to offer the kind of information that most new home buying clients are seeking. The **New Home Buyers Network** appreciates the benefits of strategically aligning with companies that provide the best services for home purchasers,” he adds.

“We are very happy to be a part of this alliance with the New Home Buyers Network,” says B. Mark Farrish, Director of Sales and Marketing, **TitlePLUS**. “It is a great way for us to promote our products and services to a targeted audience of new home buyers.”

About New Home Buyers Network Inc.

NHBN is a multi-faceted resource to help potential home buyers easily and instantaneously find an array of new homes in Canada via the Internet. The search for a home can be narrowed by specific location, type of home and price range. The **NHBN** website then generates a customized list of new home or condominium communities that meet the specified criteria. Last month, **NHBN** boasted more than two million page views and information on more than 180 builder communities.

NHBN is, at present, made up of seven regional web sites, which includes The Toronto Star's **newinhomes.com**, The Hamilton Spectator's **specnewhomes.com**, The Guelph Mercury's **mercurynewhomes.com**, Kitchener-Waterloo's The Record **recordnewhomes.com**, The Cambridge Reporter's **reporternewhomes.com** and the BC Newspaper Group's **bcnewhomes.com**. These sites are prominently featured as the source for new homes on other major web sites such as thestar.com, toronto.com and 14 local papers' sites from the BC Newspaper Group. The Alberta site (**abnewhomes.com**) will soon be launched, while plans are underway for expansion throughout the rest of Canada, the U.S. and abroad.

Lawyers' Professional Indemnity Company

Lawyers' Professional Indemnity Company is a wholly Canadian-owned insurance company that is licensed to provide professional liability insurance and title insurance in certain jurisdictions across Canada. Incorporated in 1990 by the Law Society of Upper Canada, **LPIC** operates independently with its own management and Board of Directors. In 2001, **LPIC** provided insurance to more than 18,000 members of the Law Society of Upper Canada and managed the liability insurance program of

the Law Society of Newfoundland. **LPIC** is headquartered in Toronto, Ontario. TitlePLUS is a registered trademark of **LPIC**.

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