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MetroList Services, Inc. Adds Dwellicious To Its Popular MetroListMLS.com Listings Site

New functionality allows site visitors to easily share properties with others

Sacramento, CA (April 27, 2009) W&R Studios announced today that MetroList Services, Inc. one of the largest MLS providers in California, added Dwellicious integration to it's popular consumer portal, MetroListMLS.com. MetroListMLS.com currently receives over 400,000 visitors per month.

Dwellicious is a social bookmarking service that acts as a "shopping cart" for consumers as they search for properties online. With Dwellicious, consumers can easily share and discuss their bookmarked properties with friends, family, or real estate professionals. Dwellicious "smart" bookmarks will update users with any changes made to the property such as price, new photos, or whether the property has gone off the market. Bookmarked properties can also be monitored via an RSS feed.

Dwellicious.com is free service to consumers and was launched in January of 2009.

"We are thrilled to work with MetroList®," said Greg Robertson, co-founder of W&R Studios and Dwellicious.com. "We worked closely with the MetroList team to make this the best implementation yet of Dwellicious on a listings portal," added Robertson.

Visitors to MetroListMLS.com will see a Dwellicious "chiclet" on every property. By clicking on the Dwellicious "chiclet", registered Dwellicious users create a bookmark that is stored on their personal Dwellicious bookmarks page. Bookmarks from other real estate sites can also be stored. Having all their favorite properties in one place makes it easy for users to share and discuss their home search with others.

"Social Media is an interesting new aspect of real estate," stated Tom Beede, President and CEO of MetroList. "We are committed to providing new tools that benefit our customers and their clients. Dwellicious is a step in that direction."

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About W&R Studios

Founded in 2008, W&R Studios (http://wr-studios.com) is a privately held web software company. W&R Studios focuses on creating the next generation of web-based software solutions for the real estate industry. By providing a "less is more" approach to software design, elegant user interfaces, and using the latest in agile programming, W&R Studios' software applications are at the same time powerful, yet accessible to everyone. Co-founders Dan Woolley and Greg Robertson each have over 15 years experience developing and marketing software solutions.

About MetroList Services, Inc. (MetroList®)

Headquartered in Sacramento, MetroList Services, Inc. is the largest multiple listing service in Northern California. Formed in 1985, MetroList® is owned by the California Real Estate Brokers, Inc. and by the Sacramento Association of REALTORS®, Placer County Association of REALTORS®, El Dorado County Association of REALTORS®, Lodi Association of REALTORS®, and the Yolo County Association of REALTORS®. MetroList acts as a seamless real estate information network serving more than 20,000 real estate professionals in seven counties, including El Dorado, Merced, Placer, Sacramento, San Joaquin, Stanislaus and Yolo.

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