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**The Continental Group (TCG) Announces New Statewide Marketing Campaign:
“Happiness is Serious Business”**

-TCG Integrated Campaign emphasizes commitment to creating happier communities-

(January 21, 2011) HOLLYWOOD, FL— The Continental Group (TCG) is pleased to announce the launch of its new integrated marketing campaign and tagline, “Happiness Is Serious Business™”. Its new campaign emphasizes a promise to associations and residents throughout Florida that the company is committed to delivering the resources, hard work, and business savvy required to create happier communities. The new campaign was designed and implemented by Taglairino Advertising Group (TAG).

“Behind every happy community there is a team working diligently to ensure it. Happiness is, indeed, serious business and no company is more serious about it than The Continental Group.” said Tim O’ Keefe, President of TCG. TCG’s new campaign will break with outdoor media, print and radio throughout Miami-Dade, Broward and Palm Beach County in the coming weeks, guiding consumers to micro-sites that answer questions and explain more about how TCG can help make their communities happier. Subsequently, the campaign will target markets throughout Florida.

This new campaign also serves a pragmatic reminder to all those within TCG to go above and beyond every other property management company in the industry. It marks a renewed commitment, from the top down, to helping communities across the state of Florida save more money, operate more efficiently and provide better services to residents.

Taglairino Advertising Group (TAG) has been a communications force in South Florida for nearly 25 years. The agency focuses primarily on Travel/Tourism, Real Estate, Entertainment and Luxury Brands. What distinguishes TAG’s work is the unique ability to seek out and tap into niche markets using highly targeted, cost-effective and extremely compelling creative. The agency has earned hundreds of local, national and international awards for creative excellence. Equally important, the agency has been honored countless times for advertising effectiveness. Recognized for refreshingly different campaigns and equally innovative marketing strategies, TAG remains at the forefront of today’s faster, smarter and more demanding communications landscape. For further information, visit www.tagad.com.

About The Continental Group, Inc.

Founded in 1990, The Continental Group's corporate headquarters is located in Hollywood FL. It also has regional offices in Boca Raton, Miami, West Palm Beach, Wellington, Vero Beach, Orlando, St. Petersburg, Jacksonville and Destin. The company is the largest manager of condominium and homeowner associations in the state, and one of South Florida's leading private sector employers. Today, The Continental Group manages and maintains 1,500 Associations and more than 310,000 residential units.

As the leading community association management company in Florida, Continental pioneered many of the practices widely utilized throughout the industry today. The Continental Group is a subsidiary of FirstService Residential Management, which manages over 4,100 communities, representing more than 1.1 million homes/units in 18 states. FirstService Residential Management is a subsidiary of FirstService Corporation. To learn more about The Continental Group, call (954) 925-8200, toll-free: (800) 215-2316 or visit www.thecontinentalgroupinc.com.

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