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Cartus Earns Content Marketing Award from B2B Magazine for its "On the Ground" Series of Global Relocation Videos

DANBURY, Conn., (October 18, 2013) – [Cartus Corporation](#), a leading provider of global relocation services, has been selected by [B2B Magazine](#) as the runner-up in its B2B Content Marketing Awards competition for the Cartus "On the Ground" online video series. This extensive campaign introduces Cartus clients and their transferring employees to emerging markets worldwide and includes topics such as housing, schooling, and transportation. Cartus has released 22 videos to date, with another half-dozen planned for the series.

The B2B Content Marketing Awards recognize organizations that have used good content to "... establish the company as a trusted authority and industry leader." Cartus was recognized as the runner-up to FedEx in the online video category; other winners included GE, Xerox, Cisco, and Verizon Wireless.

Shelley Northrop, vice president of Marketing for Cartus, pointed to the expertise of Cartus' worldwide supply chain and locally based GlobalNetwork destination services providers that are showcased in the series. "This video series reinforces our commitment to delivering valuable content that supports our clients' needs," said Northrop.

Regarding the videos, the B2B judges commented: "Cartus Corp., an international corporate relocation management provider, has created a video series featuring the company's expert consultants explaining what to expect when moving employees to new locations around the world. These videos focus especially on emerging markets such as Kenya and Costa Rica, where relocation information can be difficult to find. Each video in the series is loaded with specifics on a variety of details, including housing types, local real estate practices, security, availability and pricing. The Cartus expert's comments are intercut with images from the area being described and clean graphics that reinforce the expert's take on the locale. The depth and detail of the content make the videos must-see primers for any international company moving employees to these markets.

"Cartus is confident enough to present these straightforward videos without self-promotion. It pays off, creating a lasting impression of industry knowledge and leadership that should help Cartus locate, and then relocate, new customers."

A complete list of the 13 companies recognized as BtoB Content Marketing Award winners appears on the [B2B Marketing site](#), and a luncheon as part of BtoB's Digital Edge Live New York conference this month will honor them.

All of the Cartus "On the Ground" videos are available on the [Cartus YouTube channel](#).

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About Cartus

Cartus provides trusted guidance to organizations of all types and sizes that require global relocation solutions. Cartus serves 64 percent of the Fortune 50. We provide service in more than 165 countries, applying our more than half century of experience to help our clients with their mobility, outsourcing, consulting, and language and intercultural training needs. Cartus is part of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. To find out how our greater experience, reach, and hands-on guidance can help your company, visit www.cartus.com; read our blog at www.cartusblog.com; or click www.realogy.com for more information.